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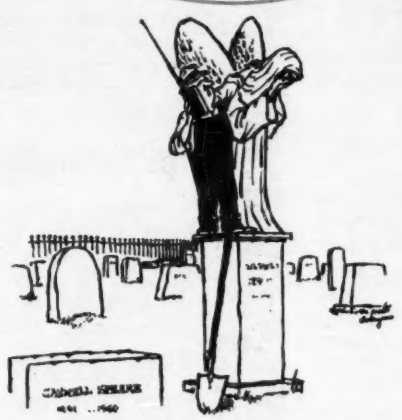
BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION



"Hummmmm, humm-humm, now move the stethoscope down about half an inch . . ."



"What the hell kind of guide is that? He gives us each a radio and broadcasts directions for 40 bucks a day . . ."



"Am I coming in better now, over . . ."



"Miss Coleridge, call the Audubon Society, the F.C.C., the Air Force!!!"



"Old MacDonald had a farm, Eee-i-eee-i-o, And on that farm he had a mortgage, Eee-i, eee-i, o . . ."

CITIZENS BAND RADIO...

Limitless Uses Mean Unlimited Market And . . .

You Can Sell It

p2

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EM WEEK REPORTS

STRAIGHT FROM WASHINGTON

FASTER DECISIONS ON COMPLAINTS of unfair trade practices is the aim of Chairman Paul Rand Dixon's reorganization of the Federal Trade Commission. The overhaul is in effect now, starting this week.

What's important to the appliance industry is twofold: (1) There will be more central direction from Washington in following through investigating and determination on discriminatory pricing, and on deceptive advertising; (2) government lawyers will pick up a case as investigations begin in the field, and follow it through to full commission decision.

There will be a new bureau to handle restraint of trade cases, and a new bureau to process unfair and fraudulent advertising.

Abolished are the bureaus of investigation and litigation.

Under the old procedure, a resurvey and study had to be made as a case moved from a field office to investigation and litigation. A big backlog of cases developed—on May 31 there were 2,519 investigations pending. Now, the chairman hopes there will be smooth step-by-step progress.

"We should so center responsibility for the forward progress of a case that no attorney will be able to shrug his shoulders and offer organizational complexity as an alibi for delay," Dixon says. He is asking Congress for $10.7 million, an increase of $2.7 million, to hire more personnel to staff the new bureaus.

The reorganization is separate from a plan now going through Congress which will give more authority to the regional offices and the hearing examiners. The full commission will become, in effect, an appeals bench from which decisions from subordinates can be routinely upheld, or, in case of a dissent on the commission, a retrial would be held. The House of Representatives has approved the plan and the Senate is expected to go along. ■

THERE IS SOME GOOD NEWS about buying plans of consumers. Certainly it's better news than the report of the Federal Reserve Board a month ago.

A survey made by the National Industrial Conference Board and "Newsweek" magazine indicates that there should be more purchases of appliances than the Reserve Board report indicated.

Results from a survey for April and May show consumer intentions to buy air conditioners and dishwashers are as high or higher than a year ago. And, over-all intentions to buy have remained stable or increased in about half of the entire list of all consumer items surveyed. (The Fed had reported plans to buy had declined, about 3% to 4% on appliances. Its survey was made in April.) ■



Cadre's 100-milliwatt transceiver goes to a company picnic.



Raytheon's 5-watt: In your

CITIZENS BAND RADIO:

How To Get In

There's a big new market opening in Citizens Band radio, and its only limit is your—and your customers'—imagination. What are the retail possibilities? Something like this: A nice high ticket—$100 to $180 per item on the average—on a product you can hold in one hand; an average sale of at least two items; profit margins as high as 35% to 45%. Here's the story of what it is, what it does, and how you can get in on it.

The Equipment

Citizens Band radio is simply a band of radio frequencies, divided into 23 channels, which the FCC set aside as "a communications tool for the professional man . . . the small businessman, and the private citizen."

The equipment you should know about, which operates in these ranges, is of two types:

The first type is the small, hand-held, two-way "walkie-talkie" transceiver. General characteristics of these units are:

- Maximum power 100 milliwatts (see box below).
- Weight about 20 ounces, size about 7 inches by 4 inches by 1½ inches.
- Range is "line-of-sight," as short as a few blocks in a large city with tall obstructions, up to a mile-plus in open country or over water.
- The units are transistorized and powered by small batteries.
- Prices range from $40 for Japanese sets to top-end American-mades in the $125 class.
- Antennas are built in and extend up to 50 inches.
- No license requirements, no age restrictions.

The second type is the larger transceiver, 5 watts maximum power (see box below), for stationary mounting or mobile use (car, tractor, boat, truck, etc.).

- Size about 12 inches by 5 inches by 8 inches, weight 7 pounds.
- Range 5 to 20 miles, depending on conditions and terrain.
- Prices range from $50 to $200, though some kits are available for as little as $40. Median is about $150.
- These higher powered units need an antenna. Average price for antenna and installation: $125 for a base station (home, office), $15-$20 for mobile.
- A station license, available from the FCC on application, is required, and applicant must be at least 12 years old.

Here's What Citizen's Band Is . . .

Citizens Band radio service was set up by the FCC so that citizens can send each other useful personal or business messages across short distances with low powered two-way radios. In the words of the FCC, it's to be used "as a tool of convenience in his business or for his personal pleasure." It appeals to persons who wouldn't be eligible to operate in the other frequency bands.

There are four classes of Citizens Band service under FCC regulations. The one most dealers would handle is Class D, which is limited to 5 watts of input power. It's the class in which fall the 5-watt and 100-milliwatt sets discussed above. The 5-watt sets must be licensed. Apply with FCC Form 505. Sets of 100 milliwatts or less require no licensing.

There are 23 channels available in the Class D frequency spectrum and any one of the 23 may be used by Class D equipment owners.

The other classes are: Class A, with maximum input power of 60 watts, used by ham radio operators, dispatching radio networks and municipal emergency services; Class B, AM-FM, one-channel operations; Class C, 5-watt input, used for remote controls and research.



car or mounted at home, you can have two-way wherever you go.



Raytheon promotion: Your FCC license numbers for your car.

On A Booming New Market

Step-up features on 100-milliwatt sets include earphone jack, jack for attaching an external antenna, greater number of transistors, and crystal-controlled receiving. (Both the 100-milliwatt and the 5-watt units use changeable crystals to control tuning, a different one for each of the 23 channels. If reception on one channel is crowded in your area, you can change crystals and receive another channel.)

Five-watt step-up features are greater number of sending channels, squelch control to eliminate background noises, provisions for operating on house current or 6 or 12-volt batteries, quality of microphone.

The Market

The market for both types of equipment has been skyrocketing. In mid-May the FCC issued its 200,000th license for 5-watt equipment (average number of units per installation is four), and is receiving applications at the rate of 10,000 to 12,000 a month.

How many of the 100-milliwatt walkie-talkies have been sold is anybody's guess. But estimates range into the millions. And an indication of the potential is that some of the big electronics makers—RCA, Raytheon, Webcor and Magnavox—have sets ready for the market.

When Citizens Band equipment first appeared around 1957, most manufacturers thought of it as a toy, and merchandised it that way.

The non-commercial market is still growing, but the big area for exploitation now is the industrial and business market, which needs the quick and inexpensive communications the service offers.

The 100-milliwatt walkie-talkie can be used anywhere that talking can save walking—or shouting. Here are some markets dealers have been selling:

Hunters, fishermen, and outdoor sports enthusiasts can use it.

Construction companies use a pocket-sized unit for each worker to speed materials handling and eliminate hand and voice signals.

Utility companies use them to save time when locating line breaks.

Farmers can use them to keep in touch with outlying parts of their farms.

TV repairmen speed operations by putting one man on the roof with a unit adjusting the antenna, another inside working on the set.

In warehouses, they can be used to speed movement of goods.

Civic organizations such as fire and police departments and civil defense use them.

One huge new market for both 100-milliwatt and 5-watt sets is pleasure boat owners. Standard marine band equipment is expensive, and many small boat sailors don't need its power or range.

In short, the market for the walkie-talkies exists wherever you see a possible application.

The 5-watt units have many of the same—plus added—uses. Extend the range from line-of-sight to 8 or more miles, and there's your market:

Doctors have units in their homes and cars to keep in constant touch with their offices or hospitals.

Department stores use them for stock handling.

Dairies, laundries, auto garages, any other business with trucks install sets for dispatching and coordinating deliveries.

Home owners use them to keep in touch with their families.

Industrial plants use them instead of expensive phone systems.

Again, the list depends only on your imagination.

Prices And Profits

Margins on most of this equipment are quite ample. American-made 100-milliwatt transceivers carry margins as high as 40%.

And discounting has not yet seriously damaged the market. For the most part, it's been in the low- and middle-range units. The higher-end American sets, meant primarily for business and industrial uses, are maintaining price. That's due partly to dealers' desire not to ruin the market, partly because the equipment is so new that few stores are carrying or specializing in it.

Distribution is both two- and one-step. Makers of high-end equipment with special features go largely through distributors. The lower-priced sets are usually sold direct, as they don't

Continued on page 22

And Here's What It's Not

Citizens Band frequencies were not set up for hobbyists. They have other frequencies in the ham bands. Nor were the frequencies set aside for a general pleasure service or for saving money on telephone bills.

You're permitted to call only other radios in the Citizens Band. Time on the air is limited to the time required to deliver a message. The FCC is warning operators not to use the band for "rag chewing." (In some parts of the country, the 23 channels are being over-crowded with unnecessary messages. And the crowding may get worse as more sets are sold.)

Most abuses of the CB service come from 5-watt sets because the range of the 100-milliwatt sets is too short to cause any substantial amount of interference.

Other things the Class D service is not: Taxi dispatching, for example, isn't permitted; no charges can be made for communicating; you can't use it to broadcast programs or music.

In short, the FCC wants to keep the Citizens Band a useful means of comunication. Its misuse can destroy the value of this nationwide "party line" and the new market it's bringing dealers.

How One TV Dealer Sells Citizens Band

Paul Riche, owner of Douglas TV and Douglas Communications in Louisville, Ky., got into the Citizens Band radio business by accident. A friend approached him with the idea of taking a shot at the then infant business. Riche, strictly a brown goods sales and service man, decided to try it and started with four sets. The upshot: "When they were talking recession last year, two-way radio carried me through it."

The best way to go after the market Riche decided, was to become a specialist—get people to identify him with Citizens Band equipment.

So he formed Douglas Communications Co., added one man to his staff, and set out to sell. His average: about $500 per sale.

How does he do it? First of all, says Riche, you've got to go out to sell it. He knocks on doors, uses direct mailings and demonstrations. How do the techniques work?

Door-knocking is absolutely necessary, says Riche. You've got to show what the equipment is, and how customers can use it.

Blanket mailings bring in a good number of responses. One even came from a man who had been renting higher-powered Class A equipment. (He replaced the Class A with 5-watt Citizens Band units.) "He sacrificed a little range and a little quiteness for a considerable saving," said Riche.

Here are some ripe prospects Riche found for Citizens Band radio.

- He sold the local hospital a base station, and each doctor a unit for his car.
- A big market is air conditioning and heating companies, which can give quicker service if they're in touch with a home station.
- Garages, auto part distributors and the local AAA all could use the sets.
- He sold some 100-milliwatt sets to graveyards, so caretakers on their rounds could keep in touch. And a 5-watt unit was bought by a funeral home, so they could give the graveyard advance warnings of arrivals.
- He's selling to utility company line crews, TV repairmen, construction companies, as well as continuing to scour the country for possible uses.

Riche sells only two units—a 5-watt and a 100-milliwatt. Reason: "If you carry 15 lines, you can't do a good job on any of them." He has stuck to American equipment because the margins are substantial. And because of his service experience, he can service the equipment he sells.

"But I don't service equipment other than my own. I always discourage the low-end stuff."

He also installs antennas for 5-watt customers. Installations average about $65 labor and $35 to $150 for the antenna.

Some problems to watch: "A very high percentage of people are using Citizens Band for unnecessary purposes. It's absurd to use it to talk to someone when a phone will do. We discourage people who want to use it as a toy."

Riche monitors an area before he sells a customer a set, to see if it's too crowded with other stations.

EM WEEK LOOKS

AHEAD IN THE NEWS

MOTOROLA SHOWED A NEW COLOR TUBE, BUT it wasn't an operating model—yet. What's more, Motorola doesn't plan to make the tube, which it showed to the press and 1,200 distributors in Chicago last week. Nor does the company have immediate plans to get into the color business. So what's the angle? Motorola's Edward R. Taylor, executive vice president, explained that "The basic technology being offered in today's receivers is old-fashioned at best, and obsolete at worst. . . We got tired of waiting for tube manufacturers to come up with the kind of design needed to make color receivers salable. . . We're willing to share our laboratory findings with the industry as our 1961 contribution to color TV progress." But, he underlined, "Motorola is not in the manufacture of cathode ray television tubes, nor does it plan to enter this field." What does Motorola consider its "major breakthrough?" A 23-inch, 90-degree, rectangular, three-gun tube, which is some four inches shorter than the 21-inch, 70-degree, round-shoulder color tubes now being used by RCA and the rest of the industry. When does Taylor figure the industry will be able to produce Motorola's offering in quantity? "Within the next year or two."

"The current flurry of television manufacturers entering, or re-entering the market now is serving to confuse rather than clarify the status of color TV for consumers," Taylor went on to blast his competitors. "We would like to see all the manufacturers in this industry put as much of their time and effort into advancing the color art in their laboratories as is being put into the marketing of receivers that are too large for the average size American living room." To demonstrate what he meant, Motorola had put its new color tube model in the same size Drexel cabinet it uses for conventional black and white receivers.

RCA's initial reaction: "If you're not getting into color, what else can you say?" A company spokesman said, "You've got to tell your dealers something." ■

JAPAN CLAIMS A BREAKTHROUGH ON COLOR TV: Toyo Electric just showed a 14-inch TV receiver which could be retailed for about $500 in Japan. Unlike RCA's system, this three-color process does not require a shadow mask tube. Instead, the picture tube is coated with three gases (helium, xenon, argon) and a special metal. Color effect is created by changing voltages from 6,000 to 50,000. Commercial production: late fall. ■

POSSIBILITY OF COMBO PRICE CUTS was strong last week, though no laundry manufacturers were willing to admit sharpeneng their axes. Performance of washer-dryer units has been poor so far this year ■

The New Motorola Line:

Motorola waded into the thick of the television battle with added features, more advertising dollars and plenty of optimism. Over 1,200 distributors and their salesmen at last week's 1962 line show in Chicago were told by Edward R. Taylor, executive vice president, that "we've turned the recession corner in May. June has given us renewed upward momentum. The third and fourth quarters will see progressive acceleration."

The outlook: Motorola will top its 1960 sales record and Taylor said he could see a 6.25-million year for the industry "as a real possibility."

To help things along, Motorola will pour a huge slug of money into network television by sponsoring spectaculars headed by such top names as Jack Benny and Bing Crosby.

The rundown on the new lines:

Television: Motorola will break with a dozen 19-inch models including a wireless remote table model (A19T8 at $249.95), five units in the Harbinger series and the all-transistorized battery-operated portable. A compact table model (19T11) kicks off the line at $169.95. The only tube type portable in the 1962 lineup (19P10) comes in at $199.95.

New 23-inch merchandise starts with a table model (23T4) at $199.95; first console (23K55) starts at $229.95.

Motorola has doubled its entry in the combination market, going from two in 1961 line to four. The company starts the units at a new low—$499.95 for model 23SF5.

There's more accent on wood and it's farther down the line than ever before and you'll find dual speakers in most consoles.

Motorola has also come up with a "picture optimizer control" which allows the viewer to pick the picture shade he prefers—anything from a crisp black and white with lots of contrast to a softer image.

And there's a new "furniture frame top"—Motorola has applied for a patent on this—which can be used to turn one basic 23-inch convertible consolette into three basic furniture styles. The company has also come up with a new four-function remote control unit.

Phonographs: Motorola was holding firm on reverberation as it showed 18 consoles and seven portables. Prices ranged from $34.95 for a portable to just under $1,000 for a Heritage console.

Motorola's argument for reverb: "The effect of a room's acoustics is every bit as important as the quality of the program material," explained William Laswell, national radio and stereo sales manager. So, Motorola's engineers have come up with a system—they're calling it "Vibrasonic"—which mixes the sounds acoustically, not electronically. With this system, reverberation sound is never mixed with the original direct stereo sounds from the record. The result Motorola claims, is undistorted reproduction.

Other new features in the console line: A new automatic record changer with a "Feather Trac" tone arm which exerts 1/7 ounces vertical stylus force on the record, and the new HK55 stereo FM and AM-FM tuner. This is optional in 11 consoles and built into six Drexel-Heritage units. The new tuner has a monitor which automatically turns on a light if the FM station you're tuned in to is broadcasting stereo.

In portables, the company has come up with a spring-free latch that automatically pops up the lid and swings open the speaker wings with a flip of a control knob.

Radio: Motorola showed up with three table radios all listing for less than $20—the leader model starts at $14.95—and a $29.95 six-transistor table unit which can be hung on the wall. An all-transistor clock portable at $75 has been added as well as an AM-FM tube clock at $79.95.

More Refrigerator Price Cuts?

For a while last week, smoke signals from distributors said refrigerator manufacturers were sharpening their hatchets for another round of spring price cutting. But, though a few of them pulled off some fancy—primarily regional—knife work, the majority maintained that they would hold the line.

This year's pattern was different from last year's go-around, which started in April and lasted through June. Then, there were factory announcements of deep cuts from Frigidaire and G-E, followed by almost all other makers. This year, the cuts were unannounced, regional and, for the most part, just-this-side-of-big-enough to force other makers to act. What's more, no one manufacturer could be fingered for cutting first.

Refrigerator men (all competitors, remember) laid the blame, not necessarily in this order, on (1) Westinghouse, which supposedly has had good regional deals going all year; (2) G-E which let dealers low-ball its frostless TV403V; (3) Kelvinator's frostless 76ON; (4) Whirlpool's HC12T special; (5) Frigidaire, because "nobody cuts on Frigidaire and gets away with it"; and (6) panic button pushing.

Nobody blamed slow sales. And nobody blamed heavy inventories.

Here's the numbers rundown:

- Frigidaire put "sales allowances" on three models "to place our dealers in a reasonably competitive position." Models and allowances: FDA-13T, $25; FPDA13T, $25; DA11, $6.
- Westinghouse said it had made no factory reductions, but "our distributors may have made some to be competitive." Regional reports said Westinghouse dropped dealer prices on the RNB13 by $22; RRB13, $32; RBB14, $32.
- G-E's refrigeration department had no national drops to announce. Regional reports, though, showed cuts of $3 to $10 on five TA models; $10 to $15 on four TB models; $14 and $15 on two TC models; and $13 to $31 on five freezers.
- Hotpoint, Norge and Gibson allowed as how they were studying the situation, but had no plans.
- Whirlpool, Philco, Kelvinator and Admiral flatly said they were competitive.

THE SUCCESS MAKERS

No promotion, product or line can succeed in the appliance-radio-tv-housewares field without the support of dealers. The product-moving dealers buy, read and rely on EM Week alone for basic business information.

ELECTRICAL
MERCHANDISING WEEK

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BOUGHT AND READ BY MORE APPLIANCE-RADIO-TV-HOUSEWARES DEALERS THAN ANY OTHER TRADE PUBLICATION.

How Dealers Plan To Buy At The Housewares Show

With the semi-annual Chicago Housewares Show only a week away, the nation's housewares and electric housewares buyers planning to make the trip have pretty much made up their minds how they're going to spend their stores' money.

EM WEEK spoke with a number of resident buying offices, representing many of the country's department stores, to get some idea of the extent of dealers' open-to-buy, what buyers will be looking for at the show, and what their fall plans are.

The buying formula, geared very closely to spring sales, has fallen into this general pattern:

Unless a prolonged heat wave stimulates electric fan sales and frees money now tied up in seasonal inventories, many retailers' open-to-buy will be tighter than last summer's. Even among retailers who have done well this spring, buying at the Housewares Show will be marked by extreme caution.

Generally, electric and basic non-electric housewares volume has been unexciting, with seasonal merchandise such as barbecues and fans taking the heaviest sales beating. Preliminary six-month reports from stores to their buying groups indicated that over-all sales hovered around the break-even point with a slight edge given to the minus side. Increases ranged from 3% to 5%, while decreases averaged around 3% to 8%. At the same time, stores saw little improvement in their profit picture from a year ago.

Most buyers will be looking for specials, closeouts and promotional merchandise to spark late July and August sales. For the fall, dealers will want all the non-stick electric and non-electric cookware they can lay their hands on. And, as usual, they'll be looking for any exciting new products, which promise to be as scant as they were at this time last year.

Inventories in the stores, in most cases, have kept pace with sales. Basic stocks are trim and, in a goodly number of instances, lower than last July. As for seasonal wares, stores in many areas are top heavy in almost all categories.

However, an item stores couldn't get enough of was the non-stick frypan, which almost without exception was pinpointed as the No. 1 best-seller during the first half. The pans were imported first from France and then from Italy and England late last year. They became an instantaneous success. But stores and importers were caught off balance and couldn't make shipments fast enough to keep up with the demand. One New York department store, impatient for delivery, had pans flown here from Europe.

Domestic producers, Johnnies-come-lately to the non-stick field, scrambled to catch up. A number of major manufacturers already have at least one item on the market and several of them are making plans to bring out additional non-stick cookware for the show. (EM WEEK, June 26, p6.) Also expected to throw non-stick pans into the retail ring are the Japanese.

Buyers noted that when domestic production and foreign shipments are in full swing, probably by late fall, the price of non-stick utensils should come down. One buying office estimated that by the end of the year —or even sooner—a good heavy gauge pan should be selling for around $2.50. Price cutting by retailers, notably variety stores, already is evident in some areas.

The coming Housewares Show should see more activity in private label merchandise. The success of non-stick has at least one buying office seriously considering the possibilities of a coated electric frypan for its private label line.

"We're going to put more emphasis on our own line," the group's housewares buyer stated. "Our private label program so far has been most successful. We're thinking of adding three or four additional items and throwing national brands in the background."

Another buying group, which has moved forward with great strides in its private label program, also is making efforts "in every area where it's possible to strengthen our private label line."

The biggest problem traditional retailers say they're going to face in the final half is discount house competition which has grown keener over the past five years. Several groups already have plans to revamp their current merchandising methods to allow for the adoption of discount-type selling methods. One group's buyer noted that his stores were "being forced to trim expenses even further and move toward self-service." They also would encourage take-withs rather than ship purchases.

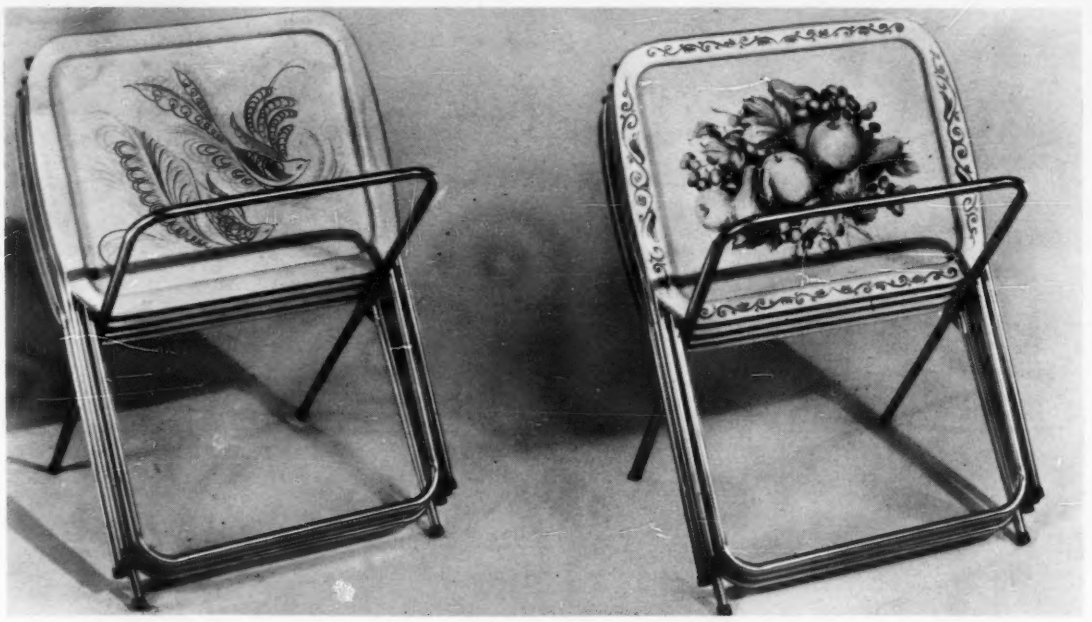
Another buying office was of the opinion that its private label program was an effective way to combat discount house selling.

HOUSEWARES SHOWCASE



Cronco Cooler-Seat

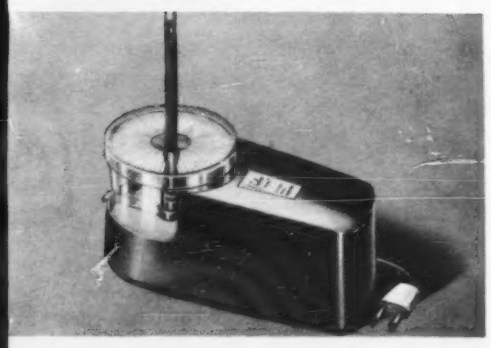
This aluminum cooler, with an upholstered top, is available in two sizes: 22x13x13 inches, $26.50; 22x16x13 inches, $29.90. *Cromstroms Mfg., Inc., 4224 Hiawatha Ave., Minneapolis 6.*



Tray Tables With Season Motif

The two patterns, Spring Song (left) and Bountiful Harvest, are lithographed in color on steel trays measuring 21x16 inches. Available in storable model: three trays and three folding legs plus a two-wheel rack that becomes a fourth tray; or roll-around model: four folding legs, one set with four two-inch casters, which acts as stacking rack. Price: $10.95.

Poloron Products, Inc., 165 Huguenot St., New Rochelle, N. Y.



Electric Pencil Sharpener

Model PS-100 measures 7x3 9/16x 3 5/16 inches. It is available in turquoise or beige finish. Features of the sharpener include: Pencil-pressure starter, electric motor, removable shavings well. The unit, which operates on 110 volts ac, weighs 2½ pounds.

The company offers a one year over-the-counter guarantee. Suggested retail price: $16.95. *Valco, Inc., 1496 Merchandise Mart, Chicago 54.*

A Mop That Attracts Dust

A new swivel-headed dry mop, called the "Magnetic" is made of virgin wool blends, which build a harmless electrostatic charge that attracts and absorbs dust. The swivel feature is used to get at hard-to-reach places. The handle, made of maple, is 54 inches long.

Swivel-head model carries a suggested list of $4.95; non-swivel is $3.95. *New England Mop Co., 8 East 39th St., New York 16.*



Mower Marketing: To Change In 1962?

Retailers might see some radical changes in the power mower business next year if what Robert Bale, business management consultant, told members of the Outdoor Power Equipment Institute has any effect on manufacturers' marketing plans.

Bale told OPEI mower members (manufacturers accounting for 80% of the industry's total output) that the mower business is changing. Prior to 1959 it was a seller's market and the industry enjoyed climbing sales. But by 1959, the mower market was saturated and replacement sales grabbed the lion's share (slightly better than 60%) of the business.

"The consumer has changed too," Bale pointed out. "Today's buyer is more interested in quality than price. Even if he knows nothing about mowers, he's tired of being head of a two-mower family—one being repaired and the other cutting grass."

Unless the mower members of the OPEI are willing to sacrifice quality and go the route of big volume turnover on low profit margins in the next few years, there are a number of steps that Bale feels they must take if they hope to maintain their present sales levels. He listed them:

- Expand present markets either by expanding the old ones or by developing new ones.
- Realize that no matter how many products a manufacturer makes or how good they are, they must be sold before he can hope to make a profit. "And products are sold only at the retail level," said Bale. "Neither advertising (it serves only to gain consumer acceptance of the product) nor the wholesaler sells the product," he explained. "It's the retail salesman—who too often knows little and cares less about the differences between the $39 mower and the $150 job—who does the selling."
- Get tough with distributors. Take on only the distributor who is willing and interested enough in your line to sell it, one interested enough to set up some sort of educational program about your product for the retail salesman.
- Develop point-of-purchase material that's both eye-catching and easy to understand—material that clearly lists a product's preference features.
- Set up some sort of financial assistance program for retailers. "They'll need it," Bale said, "as a sales tool for the higher priced quality mowers."



Melamine For Children

Walt Disney characters decorate this bowl, plate and tumbler set. Price: $2.50. *Westinghouse Electric Corp., Bridgeport, Conn.*



Deodorized Diaperette

The 16-quart, polyethylene container is 15½ inches high.

Earl Fisher Plastics Co., 503 S. Front St., Columbus, Ohio.

Pastry Under "Glass"

A locking and clear cover are features of this cake dish, which can also be used for pastry and lunches. The item, model 399, is large enough for the biggest cakes. It has gold embossed decoration and carrying handle. Base and handle are available in white, yellow, pink or turquoise. Suggested retail price is $2.98. *Burroughs Manufacturing Corp., 3550 Tyburn St., Los Angeles 65, Calif.*



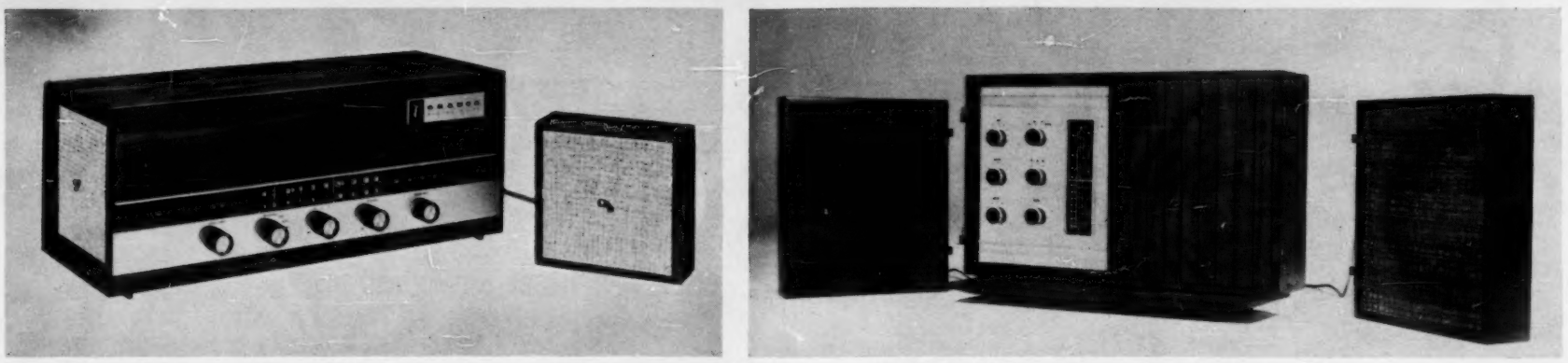
EM WEEK REPORTS ON HOUSEWARES

LOOK FOR THESE NEW PRODUCTS at the Housewares show . . . National Presto Industries' first entry into the comfort appliance field, a humidifier in two models, Mark I at $54.95 and Mark II at $69.95. Features include humidity selector, chlorophyll treated filter, air bath purifier and temperature adjuster. The Eau Claire, Wis., company also will show its 12-inch Cook 'n Serv' frypan, listed at $24.45 with control. A special introductory offer reduces dealer cost from $15.90 to $12.38. . . Another first is Engelhard Hanovia's entry into the air purifier market. The Newark, N.J., manufacturer is coming out with a unit that operates on the electrostatic precipitation principle, but does not produce ozone or toxic agents. The 32x8½x12-inch purifier lists for $225. . . The Iona Manufacturing Co. will have an electric drink mixer, the Dairy Bar model DM-1, on display. The mixer, with a 20-ounce container, is priced at $14.95. . . Salton Manufacturing Co., Inc., will show three new Hotrays in its Patrician group. These feature low lines accented with highly polished, sculptured legs and trim. Tray sizes and prices are: 12½x32½ inches, $49.50; 10½x28½ inches, $39.50; and 9x24½ inches, $32.50. The New York company also introduces the Elite Hotray, No. H-110, 14½x7½ inches at $9.95. . . Two new items from Hamilton Beach are—a 15 to 35-cup Buffet Party percolator at $39.95 and a two-slice toaster at $22.95. ■

MIRRO ALUMINUM CO. RETURNS TO TV after an absence of five years to promote its new Jet-Stream cookware line. The Manitowoc, Wis., manufacturer has taken 13 one-minute spots on the Jack Paar show from Sept. 25 through Nov. 10. Featured during the promotion will be the 2-quart covered saucepan, which will be offered at $1.99 retail, 45 cents off list. Free dealer promotional material will be available. ■

LENOX WILL PROMOTE ITS STAIN-RESISTANT melamine cups "very strongly this fall," according to C. J. Kjorlien, executive vice president. The glazed cups were first shown, with mixed results, to buyers last January. But the melamine molder held back production because it felt the glaze's application could be improved. Well, it seems this has been done, and Lenox will use it on all cups in the line. ■

JOHN OSTER IS OFFERING A BLENDER-ICER COMBO as a summertime special. The two items will retail for $49.90 instead of the regular $60.90. The offering features model 432-03 standard, two speed blender (regularly $42.95) and model 434-01 icer attachment (regularly $17.95). Ad mats and counter displays are available to dealers. ■



First FM stereo table radios: Granco's all-wood unit listing at $99, at left, and General Electric's Model T-1000, also all wood, which will list for $175.

STEREO TABLE RADIO:

Is It A Business?

The answer is yes, but with qualifications. The No. 1 problem, manufacturers claim, is building the right unit—one with enough good sound—for the right price. "People will have to go with $150 lists to do it right," said one product planner, "and at those prices you run right into competitive consoles."

Other basic difficulties: (1) Do you build a one-, two-, or three-piece unit? ("Will the public buy multiple piece stereo this time?" is the question marketing men are asking) and (2) what size should the radio be?

For example, Philco was considering a single piece unit 26 inches wide. General Electric and Granco have gone the three-piece route with their high-end models—a central control unit with two slave speakers. This may be the trend.

How big will this market be? Even one of the leading apostles of FM stereo table radio, Granco's Henry Fogel, doesn't see an immediate surge in sales. "An educational campaign is necessary for the consumer," he said. "We'll see the full impact by the end of the year and all of next." But a lot of manufacturers are less enthusiastic.

Summing up for the majority was Philco's President James M. Skinner, Jr.: "It will be a small business, enough to warrant merchandise, but somewhat of a specialty item."

Here's a sample of plans and comments:

General Electric introduced its FM unit last week with a lot of fanfare and a fancy price—the unit will list for $175. Finished in genuine walnut veneers, the unit has two 8-inch speakers which come with 8-foot extension cords. Dimensions: 19 inches wide, 13 inches high and 8½ inches deep.

Granco is already shipping radios (EM WEEK, June 19, p4), has a three-piece high-end unit at $99, and a series of less expensive small table models which can be converted to stereo by purchasing a similar companion piece. "We think we're a full model year ahead of the industry," said Henry Fogel.

Motorola won't release sets until the first of the year on two counts, according to Edward R. Taylor, executive vice president: (1) It takes that long to complete tooling and technology and (2) there's not enough programming to warrant production.

Olympic will have an FM stereo table radio in its line before the season is over, according to Morris Sobin, president. "We haven't costed it out yet," he explained, "but it will probably be somewhere around $100."

Philco will probably have its set ready by mid-September and will sell it for well over $100, according to Armin Allen, vice president.

RCA is lukewarm about the whole thing, but will have a set if the demand is there, explained Bryce S. Durant, vice president for product planning. "Our basic feeling is that multiplexing is important only when coupled with high fidelity consoles."

Webcor, Inc., has shown distributors a self-contained unit (24 inches long, 8 inches deep and 10 inches high) with side firing speakers, but has no plans to begin manufacturing the prototype model, said James McLaughlin, vice president for marketing. "This has got to be a fairly expensive unit," he said.

Zenith is working on its radio, but probably won't show it until around the first of the year. Price will probably be around $150.

EM WEEK'S TV Box Score Of 1962 Lines

ADMIRAL
Prices on the new 23-inch black-and-white TV line start with table models at $189.95 ($10 drop from last year). Consoles begin $20 lower at $229.95. The 23-inch TV-stereo-AM-FM combos begin at $399.95. Color price range: $595 to $845. Major features: Circuitry and cabinetry. Admiral is offering 23,000-volt chassis, picture guard circuit with triple diode compactron, automatic contrast restoration.

EMERSON-DU MONT
Emerson kicks off its all transformer-powered line with a 19-inch portable that lists at $178. The 23-inch tables begin at $198; consoles at $258. The single color set in the line lists at $750. Remote control is a $55 to $60 add-on. The high-end Du Mont line has a new chassis (R-800), a portable, and automatic brightness control. The 19-inch portable starts at $189.95; three combos at $750 and $795 and a $795 color set.

GENERAL ELECTRIC
There are 18 basic models, including color receivers, in the new line. Estimated prices: 19-inch portables start at $159.95; 23-inch tables at $199; consoles at $239. G-E's home entertainment center—23-inch screen, 100 watts of music power—comes in at $629. Eight-set color TV line starts with consolette at $595, steps to $695 and $775. Features: Illuminated channel indicators further down the line, more dual speakers.

OLYMPIC
Twenty-two basic B&W models, with 11 new combos and six carry-overs from last year's line. Three 19-inch portables with open lists kick off the line. Six table models are offered, two 19s and four 23s. List on 19s start at $189.95 and 23s at $199.95. Combos start with a price leader at $329.95. Remote tuning offered in 19s is a $40 add-on, and in the 23s for $30. Seven combos have six-switch sound control.

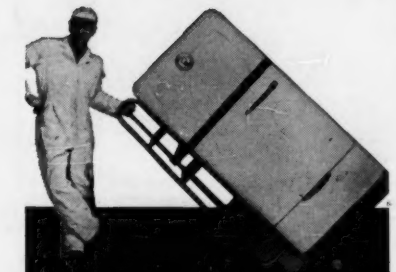
PACKARD-BELL
On 13 of the 15 new models, remote tuning can be bought either on the set or installed later. The three 19-inch portables in the "Astronaut" series list from $159.77 to $249.77. The two top models include a monopole antenna and a "sleep switch" with three-hour timer. The convertible models can have a two-button or a four-button wireless (sonic) remote control. Two-button goes for $50; four-button, $80.

PHILCO
Thirteen basic models in three series and a three-model color TV line head the new lineup. Short-profit, limited offer, 17-inch portable could sell for as little as $128.88. In 23-inch sets, "Super 90" series starts at $199.95 for table model; "Deluxe" series with 110-degree bonded tubes at $269.95 and "Custom" series at $299.95. Philco offers two 23-inch stereo theaters at $495 and $575. Color table model starts at $595.

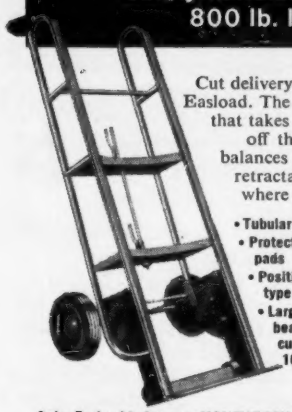
RCA
Thirty-one models in the new black-and-white line: List prices for single 17-inch portable, $149.95; 19-inch portables start at $169.95; 23-inch tables begin at $199.95; 23-inch consoles at $269.95. In color, longest line in company history: 22 models, in two series, starting at $495.95, going to $1,500 for home entertainment unit. New B&W features: "Magic-eye" automatic brightness control in 12 models and non-glare bonded tube in 14 models.

SYLVANIA
Seventeen new TV models, starting at $179.95 for 19-inch portable to $699.95 for home entertainment center. There's also an open list 19-inch table unit and a carry-over 17-inch portable model. Complete line: Single 19-inch portable; three 19-inch tables (first list, $189.95); a 23-inch table at $239.95; ten 23-inch consoles starting at $269.95 and two home entertainment units beginning at $599.95. New feature: Transformer-powered chassis in all 23-inch sets.

ZENITH
Forty-two basic receivers including one TV-phono and four TV-phono-radio console combos. B&W TV prices range from $169.95 for a 19-inch portable to $850 for a 23-inch TV-stereo-radio combo. The 19-inch portables go to $209.95. New "Decorator Convertible" series starts with 19-inch set for $229.95. Next is 23-inch table set for $199.95, going to $249.95; 23-inch consoles $279.95 to $349.95. TV-stereo 23-inch is $525, and 23-inch TV-stereo-radio $599.95 to $700.



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PEOPLE IN THE NEWS

Blonder-Tongue Laboratories—Leslie Farey, formerly sales director for Video Utility Co., was appointed West Coast regional sales manager.

Seth Thomas—R. E. Weaver has been appointed director of sales of the division of General Time Corp. He has had nine years of experience in sales and distribution with the Westclox division.

Bell Sound—Dan Neumaier was appointed distributor sales manager of stereo components and tape cartridges of the division of Thompson Ramo Wooldridge Inc. Prior to this appointment he served as the company's distributor sales manager in Michigan.



R. E. Weaver of Seth Thomas



L. Simpson of Lindsay

Tappan Co.—Kenneth G. Berkey, formerly advertising production manager, has been appointed a territory manager in the Chicago area.

Lindsay Co.—Lyman Simpson, formerly vice president and director of marketing, has been elected vice president-sales of the division of Union Tank Car Co. which manufactures water softeners.

Packard Bell Electronics—Otto J. Riss has joined the company as director of manufacturing. He previously was director of manufacturing of the aircraft products division of the Bendix Corp.

Skil Corp.—L. L. (Sandy) Stuart was appointed service operations manager of the company. He had been customer service manager.

Raytheon Co.—John T. Thompson was elected a vice president of the company. He is general manager of the distributor products division.

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I Howard Pyle

HOWARD PYLE
President, The National Safety Council

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YOUR personal BUSINESS

Apply for Social Security benefits as soon as you reach 65 even if you're making too much money to expect payments at that time. That way you can get paid for any months in which you earn less than $100 and do not perform "substantial services" in self-employment. If you're sick or take a vacation and have previously applied for benefits, you get them no matter how much you earn during the rest of the year.

It's true that back payments are granted on applications filed after the age of 65, but they only go back 12 months. Conversely, if you file at 65 and make enough money afterwards to raise your benefits, you must apply for a recomputation of earnings.

Watch for variable annuities as part of a possible retirement plan. Variable annuities are an insurance-based plan intended to protect the purchasing power of your retirement dollar from inflation through investment in common stocks. (Conventional annuities are based on investment in fixed-return securities.) The Securities & Exchange Commission is now looking into variables to decide whether Prudential Insurance Co. of America can sell them.

If the SEC approves, you can expect a number of leading life companies to enter the field and sell variables in states where they are legal. Mutual funds also may take up the idea.

There is some risk, however. You bet on over-all stock market performance rather than the reasonably sure thing of fixed-return securities. For that reason, it would be wise to consider variable annuities only in addition to other forms of retirement planning such as stocks and other securities, real estate, pension funds, etc.

▲ ▲ ▲

Beware of false arthritis cures. The American Medical Assn. estimates that some $252 million is wasted annually on quack remedies. Besides time and money wasted, the delay of proper medical treatment can cause needless crippling. (Early and prompt treatment can prevent crippling in 70% of the cases.)

The two most common forms of arthritis are rheumatoid arthritis and osteoarthritis, each of which afflicts more than 5 million people in the U.S. Early warning signs for the rheumatoid variety are pain and swelling of the joints, persistent muscular aches and pains, unexplained weight loss, fever and weakness. Osteoarthritis may start with noticeable pain and stiffness in the lower back, knees and other joints and tingling sensations in the fingertips.

Common sense should tell you to see your doctor as soon as you become aware of these symptoms or before buying any product, drug or device (especially those that promise more than temporary relief).

▲ ▲ ▲

The Uniform Commercial Code is gaining popularity. It's now effective or will be next year in nine states. The new code updates and makes uniform the commercial law under which business operates. The American Law Institute and the National Conference of Commissioners on Uniform State Laws drafted and are sponsoring the legislation.

All phases of commercial transactions are covered by the code, standardizing the laws which govern them. Specific portions of the code are devoted to sales, commercial paper, bank deposits and collections and documentary letters of credit.

The secured transactions article of the code makes the greatest changes in existing personal property security law. It abolishes present forms of conditional sale, chattel mortgage, trust receipts and other personal property security devices and substitutes a security interest represented by a financing statement.

Other portions deal with bulk transfer, documents of title such as warehouse receipts and bills of lading and investment securities.

Besides the nine states which have already accepted the code, 16 others have either introduced bills to adopt it or passed resolutions to study it.



"But Mr. Stein, this sort of selling is old hat . . ."

IT ALL STARTED WHEN



A Goatherd Became Curious

Some time around 850 A.D., an Arabian goatherd named Kaldi noticed that several of his goats were more spirited than the rest. He watched them and observed that they alone were eating berries from a wild shrub. Being a curious man, Kaldi decided to eat some of the mysterious red berries and see if they might have any effect upon him. To his surprise, he felt a strange feeling of exhilaration. Kaldi described his experience to a local monk, who in turn also tried eating the red berry. He, too, felt exhilarated and had a peculiar sensation of contentment. The monk prepared a liquid concoction by grinding the berries, then boiling them in water. This drink he fed to other monks who thought it a God-given magical potion enabling them to continue religious ceremonies late into the night without need of sleep.

The drink, called "qahwah" (Arabic for strength), spread throughout the religious community. By the 14th Century the drink had spread to Turkey where it left the holy places and made its first appearance in the marketplace. The Turks called it "Kahue"; today it is called coffee.

Perhaps no other food has affected the economic conditions of so many countries as has coffee. That strange red berry, which exhilarated goats 1,100 years ago, is now used in the preparation of a beverage consumed by 130 million Americans.

The actual preparation of that cup of coffee has had quite an evolution. For centuries, the only known way to prepare it was by boiling. In 1702, came the French novelty of steeping coffee, and within 50 years Frenchmen had adopted the new method and abandoned making boiled coffee altogether.

The next step in coffee-making came in 1800 when DeBelloy invented the French drip pot (then called a percolator). His method so inspired other inventors that an avalanche of patents for "improved" drip pots were issued in England, France, Germany and the U. S.

Then, in 1840, a Scottish marine engineer, Robert Napier, turned his attention from ships to coffee pots and invented an elaborate vacuum machine. The device, a handsome piece of craftsmanship that would look at home in a dining room or a chemical laboratory, consisted of a silver globe, a mixing container, a syphon and a strainer. A small amount of water was put in the globe and heated by a gas burner. In the meantime, boiling water was added to dry coffee in the mixing container. The steam pressure created in the globe forced steam through the tube into the coffee mixture, causing the mixture to become temporarily agitated. Then the flame was lowered, the steam condensed and a vacuum was formed. The vacuum pulled clear coffee back through the filtered tube into the globe, and the coffee was ready to serve.

For years people argued the various merits of "perk" or "drip" coffee. Then with the development of electrical appliances people had more from which to choose. In the early 1900s electric percolators appeared on the market. Last year, thanks to a goatherd's find and a few pioneers, American appliance dealers sold 4.8 million coffee makers.

ABOUT THE AUTHOR—*The "story behind the product" has always fascinated Ben Leerburger, who, as an assistant editor on the staff of McGraw-Hill's "Product Engineering," is in a unique position to pursue the subject. For some years now, he has written a widely read column of historical anecdotes for his own magazine. It makes such fascinating reading that* EM WEEK *has asked Leerburger to do a similar column for this page once a month.*

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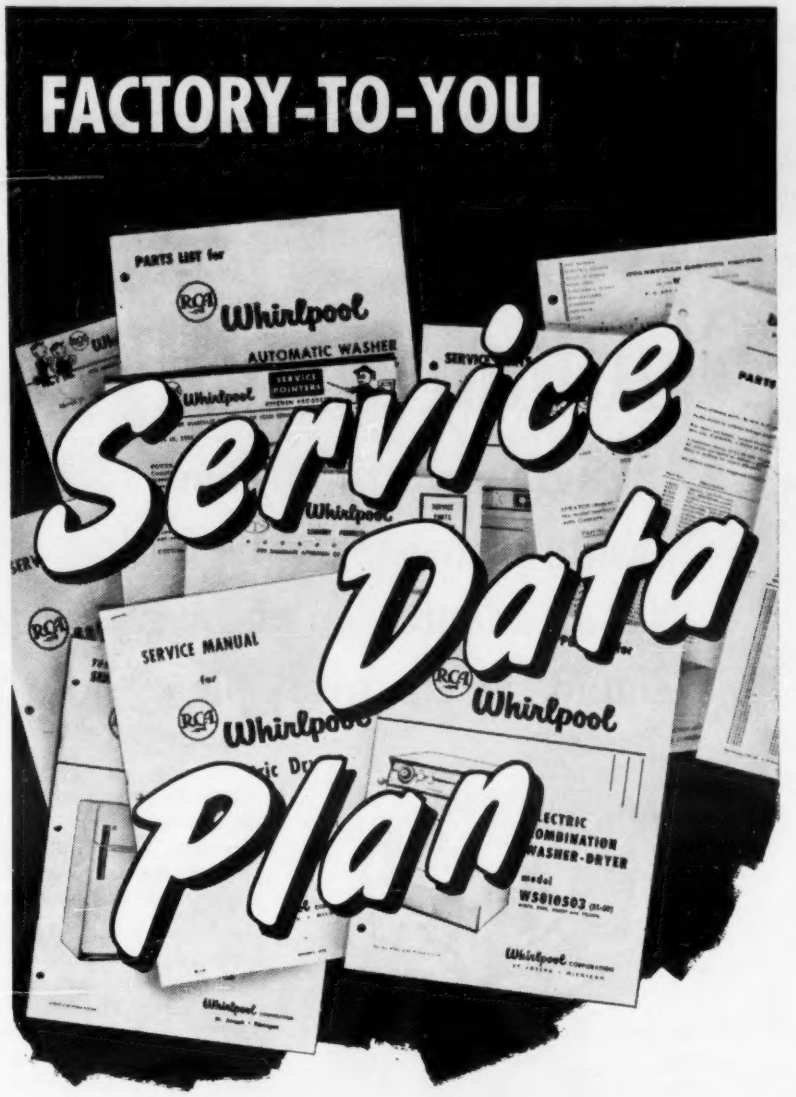
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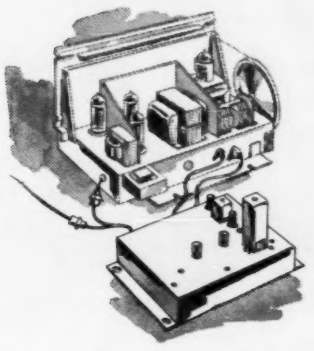
Sales Division, Whirlpool Corporation, Administrative Center, Benton Harbor, Michigan

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IT'S HERE!...THE QUALITY LINE THAT'S 100% READY FOR THE NEW FM/STEREO BROADCASTS COMING TO YOUR MARKET! NO INVENTORY OBSOLESCENCE!

Admiral FM/Multiplex Stereo

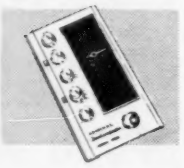
Engineered throughout for flawless FM stereo reception! Fully transistorized Admiral Multiplexer makes it possible! Not an adapter...an integral component of Admiral's Multiplex sound system, available as built-in or 60-second plug-in unit!



Admiral's chassis was designed over 3 years ago in anticipation of Multiplex broadcasts—proving again the advanced engineering policies that work for the benefit of Admiral dealers and their customers! Amazing new Muliplexer operates not only with the entire 1962 Admiral Console Stereo line, but also with Admiral's 1960 and 1961 Imperial models.

A triumph of creative precision engineering, the Admiral Multiplex sound system and Multiplexer are designed specifically for the FM stereo broadcasting system recently approved by the Federal Communications Commission. The fully transistorized Multiplexer is built of the finest quality components, assures peak-performance FM stereo sound separation. No hum or microphonic problems . . . lower power consumption . . . cooler operation assures longer service life. Sell your customers the stereo that's ready for FM stereo reception! Avoid inventory obsolescence!

Master Control Center—A full range of precision controls permits infinite adjustment of tone, balance and loudness . . . plus AM/FM and FM Multiplex controls. Visual Balance Indicator.



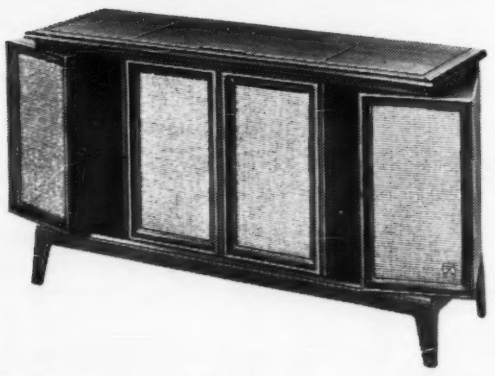
Exclusive Precision Level Indicator on Phono—Accurate tone-arm tracking and longer record life are assured by built-in Level Indicator and adjustable levelers. Precision 4-speed automatic phono.



Eight Stereo Speakers—Perfectly matched and balanced to create Admiral's amazing "Phantom 3rd Channel" sound. Two 12" woofers with super Alnico V magnets, two 6", four 3½" tweeters.



Most versatile stereo ever! 3-way design!







The Sovereign—AM/FM Multiplex Stereo Model Y4391. A striking example of Admiral's precision electronics and fine-furniture cabinetry. Unique 3-way Contemporary design permits use as an "all-in-one" console, "swivel speaker" console or 3-piece ensemble. 6 stereo speakers (two 8" and four 3½"); 4 separate controls; famous Admiral automatic 4-speed phono has exclusive new built-in Precision Level Indicator to insure accurate tone-arm tracking. FM Multiplex drift-free FM with AFC plus long-range AM. Record storage space. From the new masterpiece collection. In genuine walnut veneers and solids.

The Regency—AM/FM Multiplex Stereo Model Y4341. Ultra-slim Contemporary console in genuine walnut veneers and hardwoods. Admiral quality features include 6 stereo speakers and two powerful multi-channel amplifiers. Automatic Frequency Control (AFC) "locks in" FM stations.

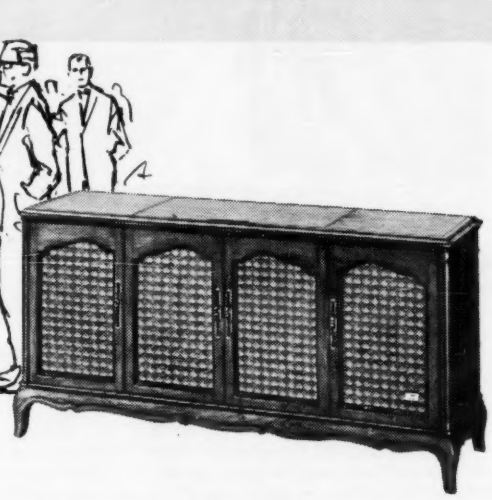
MARK OF QUALITY THROUGHOUT THE WORLD



The Cumberland—AM/FM Multiplex Stereo/Reverberation Model Y4422. Decorator approved Traditional console from the 1962 Admiral Masterpiece Collection; genuine mahogany veneers and solids. 8 speakers; automatic phono with Precision Level Indicator; up to 72 watts peak output.

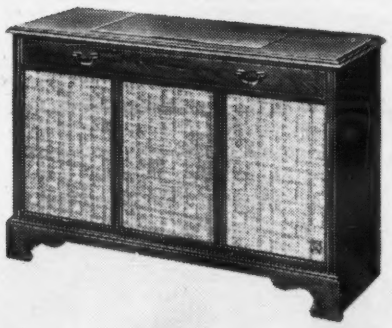


The Monarch—AM/FM Multiplex Stereo/Reverberation Model Y4401. Handsome Modern console custom-crafted in walnut veneers and solids. Same quality features as Model Y4422 including record storage space, compartment light, balanced featherweight tone arm with diamond needle and nylon brush.

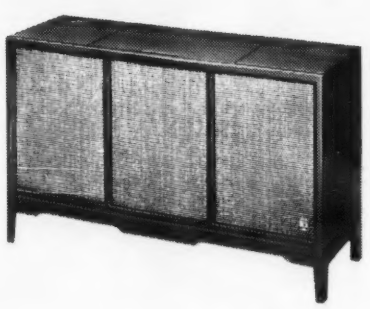


The Versailles—AM/FM Multiplex Stereo/Reverberation Model Y4419. Acoustically designed French Provincial cabinetry in genuine cherrywood veneers and solids. Same performance features as Model Y4422 including dual stereo input and output jacks for recording and playing stereo tape.

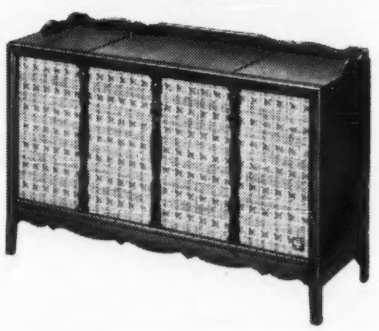
2 new quality-value sensations! 46″ wide!



The Victoria—AM/FM Multiplex Stereo Y4360 Series. Beautiful Early American console in mahogany or cherry veneers and solids with fruitwood finish. 6 Alnico V speakers; automatic phono with heavy precision-balanced turntable; long-life diamond stylus; slide-rule FM/AM tuning with AFC.



The Winthrop—AM/FM Multiplex Stereo Y4300 Series. Famous Admiral quality components in smart 46″ Contemporary cabinetry—at a full-profit value price! 4 stereo speakers (two 8″ and two 3½″). In mahogany, walnut or blonde oak grained finish on hardboard. (*Y4290 Series; stereo phono only.*)



The Endicott—AM/FM Multiplex Stereo Model Y4329. Brilliant Admiral "Phantom 3rd Channel" stereo in authentic Early American styling at a traffic-building price! 4 perfectly matched stereo speakers (two 8″ and two 3½″); diamond stylus; on/off pilot light. In beautiful fruitwood grained finish on hardboard.

ADMIRAL®

New 1962 Admiral Portable Stereo

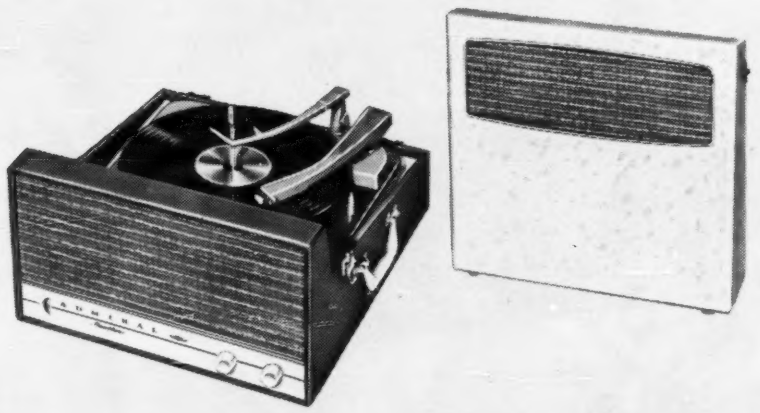
The quality line . . . packed with performance and profits

All-new 4-speaker Admiral "Phantom 3rd Channel" portable stereo. Winged speaker enclosures can be placed up to 24 feet apart!



The Kingston, Model Y4269— Four sensitive stereo speakers; one 6" and one 3½" in each enclosure. Two Admiral perfectly matched and balanced amplifiers give up to 17 watts of peak output. Admiral precision 4-speed record changer has jeweled stylii, automatic 3-way shutoff. Four separate controls. In Auburn Grey and Willow Green, **$129.95.***

Greatest portable stereo value ever offered! The Melody, Model Y4248— All-new trim compact design! Two Admiral quality stereo speakers, one 5¼" in the phono cabinet and one in the speaker enclosure. Two powerful amplifiers. Phono has automatic 3-way shutoff, twin sapphire stylii. Custom Stereo Control Center. In Sage Green and White, **$69.95.**





Big console-quality Admiral stereo sound! The Interlude, Model Y4257— One 5¼" speaker in each winged enclosure; can be placed up to 24 feet apart. Multi-channel amplifiers, 4-speed phono with heavy precision balanced turntable. Balanced featherweight tone arm with jeweled stylii. Separate loudness, balance and bass/treble controls. In handsome Saddle Brown and Antique White, **$99.95.***

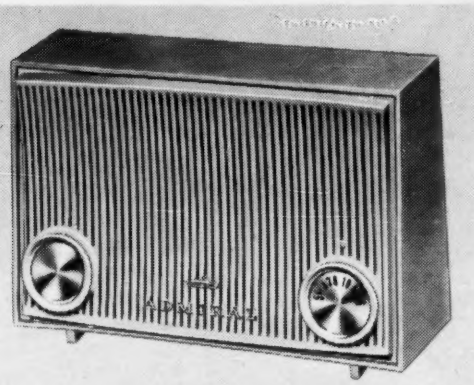
World's finest performing portable stereo in two matching luggage pieces! The Troubadour, Model Y4287— Packed with Admiral quality features for the ultimate in portable stereo sound! Four sensitive speakers; one 8" and one 3½" in each twin speaker enclosure. Powerful multi-channel amplifiers . . . 4 separate controls . . . precision engineered 4-speed automatic phono has featherlight tone-arm with diamond stylus and nylon record brush. In beautiful Bronze and Gold finish, **$159.95.***

*Price slightly higher some areas



1962 Admiral Quality Radios

Full, rich tone . . . deluxe styling . . . priced to sell in volume



Brilliant new performance, features, design! The Sonnet, Y3100 Series—5 tubes including rectifier tube, 4" Alnico speaker, long-distance superheterodyne circuit plus new 20% cooler chassis operation and Admiral "Surge Sentinel" for longer component life. In Fiesta Pink, Boulder Beige or Strata Blue, $16.95.* In Granite Grey, **$14.95.**

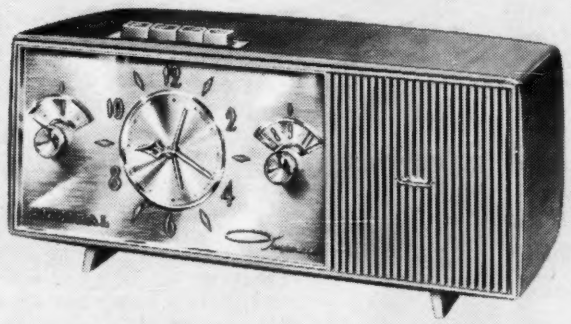


A. World's greatest radio traffic-builder! The Avalon, Y2990 Series—Superheterodyne circuit; 4 tubes including rectifier; 4" speaker; "Aeroscope"® antenna. Turquoise, Yellow or White with deluxe trim, $11.95. Charcoal Grey, **$9.95.**

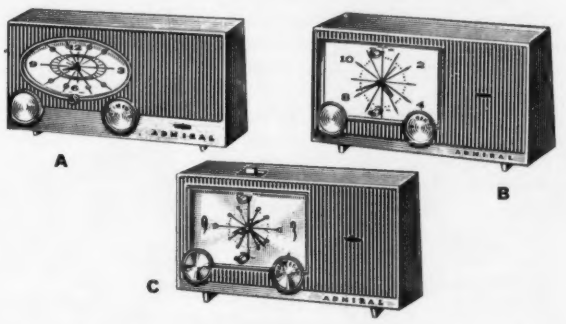
B. Deluxe 5-tube step-up in two-tone colors! The Argyle, Y3010 Series—Top performing chassis has Automatic Volume Control (AVC), "Aeroscope"® antenna, Alnico V speaker. Finished back. In three two-tone colors, **$19.95.***

C. The ultimate in AM table radios! The Winston, Y3020 Series—Featuring Admiral's famous 9" x 6" speaker, this 5-tube set has precision engineered vernier tuning, hi-gain I-F amplifier, 2 double-tuned transformers. In Walnut grained finish and White on plastic, $34.95.* In Starlight Black and White, **$29.95.***

Made in America by American Craftsmen with American Quality Components!



None other as fine for tone and time! The Duncan, Y3050 Series—Packed with convenience features! Push-button control center; new "Wake-to-Music" control; Slumber Switch and buzz alarm. Lets you catnap, then "calls" you again. Vernier tuning. Luminous hands. Appliance outlet. In Starlight Black, Dove White or Nassau Green, **$39.95.***



A. Admiral quality features at a popular price! The Chaperone, Model Y3137—Greatest value in clock radios! "Wake-to-Music" control, superheterodyne circuit, Alnico V speaker, "Aeroscope"® antenna. In Boulder Beige , only **$17.95.**

B. Adds an ultra-smart note in any room of the home! The Celebrity, Y3140 Series—Long-distance AM chassis has 5 tubes including rectifier. Clock has "Wake-to-Music" control, plus Sleep Switch to turn radio off automatically. Wide tuning range. Finished back. In Sun Gold, Boulder Beige or Strata Blue, **$24.95.***

C. Distinctive styling with peak performance! The Capri, Y3150 Series—Features luminous hands and new push-button "Nap-Alarm". . . buzzer sounds five times at 7-10 minute intervals. "Wake-to-Music" control and Sleep Switch. 5 tubes. In Slate White, Fiesta Pink or Reseda Green, only **$29.95.***

Top-performing Admiral FM and FM/AM Radios from $29.95 to $79.95*



America's finest FM/AM table model receiver! The Citadel, Y3220 Series. 9" x 6" speaker, drift-free FM/AM tuner with AFC, 2 antennas, tone control, "Magic Glow" on/off indicator. In Walnut or Fruitwood grained finish and White on plastic, $79.95.* In Starlight Black and White, **$69.95.***



A. Biggest quality-value "buy" in FM! The Stanton, Model Y3083A—5 tubes including rectifier plus tuned RF stage with 3-gang condenser. Vernier tuning; drift-free tuner; monopole antenna. In Desert Beige and White, **$29.95.**

B. Extra-large design for rich "console" tone! The Walton, Y3060 Series—FM at its finest! Drift-free tuner pinpoints stations with amazing clarity. 5 tubes plus rectifier, vernier tuning, powerful line-cord antenna. In Walnut grained finish and White on plastic, $49.95. In Starlight Black and White, **$44.95.***

C. Compact, smartly-styled new FM/AM receiver! The Waverly, Model Y3203—Super-dependable chassis has 6 tubes plus rectifier. Drift-free tuner; 3-gang condenser; vernier tuning. Finished back. In Mist Green and White, **$39.95.**

MARK OF QUALITY
THROUGHOUT THE WORLD

ADMIRAL®

new products

PHILCO Announces 1962 TV And Radio Lines

Philco's "Vivid-Vision" TV line comprises 13 basic models with 23-in. screens in 3 basic series: "Super 90," "Deluxe" and "Custom;" and a line of home radios incorporating a "component look" highlighted by such features as a "slide rule dial."

TV line features the Philco Cool Chassis; improved video circuits; "automatic picture pilot" which electronically checks incoming signal over 15,000 tps, and maintains an even degree of B&W contrast ratio regardless of program source; solid copper circuitry in all chassis; and a new "beam-booster circuit" that gives more clarity and contrast to picture.

"Super 90" series consists of 2 table models (No. 4330 and companion), a consolette (No. 4332) and a full console (No. 4840) with bonded 90 deg. 23-in. picture tubes.

"Deluxe" models offer a bonded 110 deg. tube in full console; 5 basic models in solid and veneers. (No. 4842, horizontal console; No. 4844 vertical console; No. 4846 swivel console and No. 4848 with casters.)

"Custom" series of 4 sets features higher quality cabinets with "black-level control" giving more contrast. A new "Memory-matic tuner" has preset fine tuning, more sensitivity, and allows each model to be adaptable for "drop-in" wireless remote control (Nos. 4850, 4852, 4854).

There are 4 basic furniture styles: Early American, traditional, contemporary and Danish modern plus 3 special finishes in hardwood furniture in Oriental or ebony, French provincial in the new "Miss America" receiver, and Italian provincial in a horizontal console.

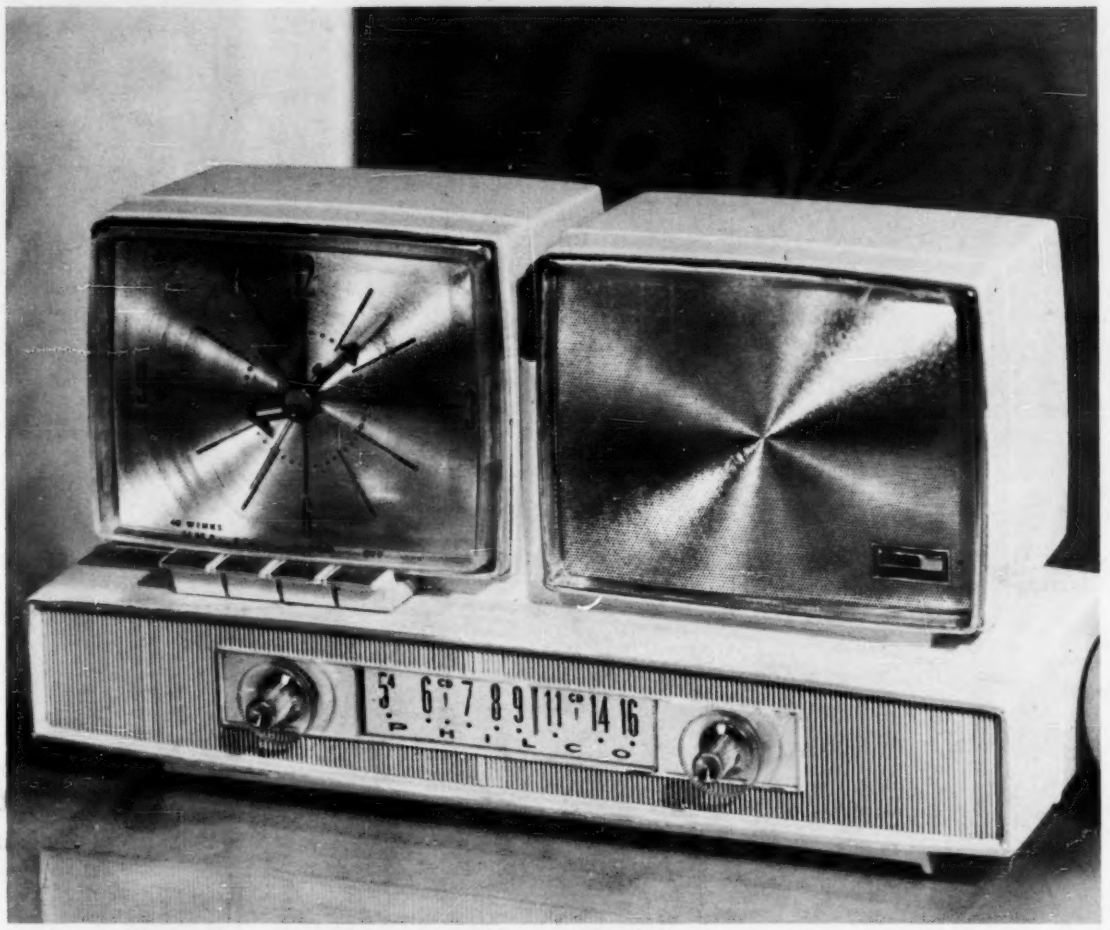
Stereo Theatre consoles with AM-FM (Nos. 4908 and No. 4910) feature Philco 6-tube AM-FM radio with a transistorized afc circuit that eliminates drift, and a built-in Magnecor antenna.

Two new 19-in. "Compacts" have wireless remote control (No. 3726 with RC-21 remote that turns set on and off and changes channels); and (No. 3728 with a full service remote that turns set on and off, changes channels and adjusts volume in 3 levels: low, medium and high).

All have built-in VHF-UHF aerials and are adaptable to UHF.

The new radio line includes 7 table models, 6 clock radios, 3 pocket transistors, 4 standard portable transistors, and a 9-transistor all-wave set.

Three table models (Nos. 847, 851 and 852) carry retail prices below last year's starting price line. No. 847 has 5 tubes including rectifier; 4-in. speaker and decorative foil overlay; No. 851 in metallic gold and ivory or blue and ivory has 5 tubes including rectifier; No. 852, a 5-tube including rectifier chassis with built-in Magnecor antenna has a wide-range 4-in. speaker in ivory front and mocha back or pink front and ivory back with gold inserts on twin control knobs.



PHILCO'S "NEW LOOK" IN CLOCK-RADIOS

No. 853 has an embossed brushed metal dial overlay with an instrument-type gold and crystal control knob; No. 855 has champagne gold and antique white trim, 5-tubes with built-in loop antenna. No. 856 has twin 4-in. speakers, band shell finished back, brushed metal slide-rule dial.

No. 858 in black or ivory has twin 4-in. speakers enclosed by spun metal perforated overlays with plated speaker frames. Vernier-tuned, it features a lighted slide-rule dial.

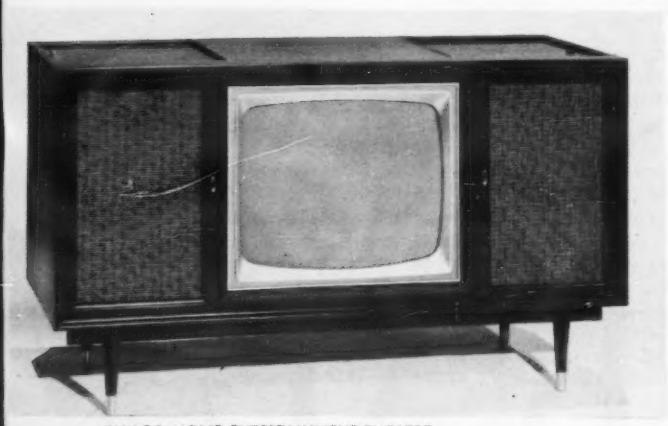
Clock radios include No. 777 with "on switch" timer, 5-tubes. No. 780, 5-tube model has "on switch" timer and 4-in. speaker. No. 782 with "Lullaway" and timer controls for sleep, radio, alarm and off, has band shell back with built-in handle in ivory and aqua or beige. No. 783 has luminous hands, gold clock face in metal enclosed with an oval jeweled crystal; has slide-rule dial with brushed gold metal overlay and instrument-type control knobs.

No. 784 is an automatic pushbutton clock radio with "40 Winks," a sleep switch and Lullaway; it has luminous hands on a brushed silver metal dial, appliance outlet, slide-rule dial and instrument type knobs.

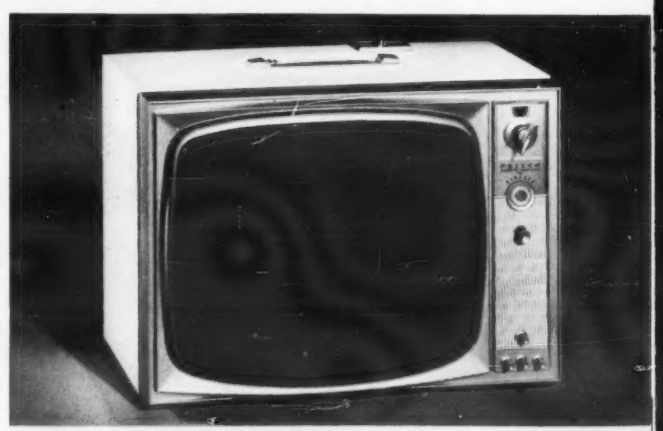
No. 785 has keyboard controls with selection of "40 Winks," sleep timer, radio, alarm and off, in lustre ivory or black with champagne gold trim. Vernial-tuned, it has a lighted slide rule dial with spun and brushed metal speaker overlays.

Three AM-FM radio line includes 1 FM-only, and 2 AM-FM sets plus an FM-stereo or FM-Multiplexing set. No. 910 has 6-tubes, chassis with slide-rule dial. No. 912, 7-tubes, plus a silicon rectifier, has afc with transistorized circuit, vernier tuning, finished band shell back. No. 914 has twin 5¼-in. speakers; afc transistorized circuit, vernial tuning, band shell back and brushed embossed metal trim plate.

Transistor portables include 3 pocket models with vernial tuning. **Prices,** TV line ranges from $199.95 to $399.95; stereo theatres "below $600;" compacts, $219.95 to $259.95; radios from $14.95 to $59.95 and a 9-transistor all-wave set, T-9, $229.95. *Philco Corp., Tioga and "C" Sts., Philadelphia 34, Pa.*


PHILCO HOME ENTERTAINMENT THEATRE


PHILCO VERTICAL TV CONSOLE, NO. 4846-C


PHILCO 19-IN. "COMPACT" PORTABLE

ADMIRAL 1962 TV Line Includes Color

The 1962 line of Admiral color TV includes a new 24,000v chassis and features 1 model with a wireless remote control. New color line consists of 4 basic models in a choice of several finishes.

Ramsey, a consolette leading off the 1962 line, has 24,000v transformer-powered chassis, new turret tuner and amplifier tube that increases sensitivity; afc, circuit breaker, sync separator and interference rejector, aluminized 21-in. picture tube with removable tinted optic filter; 2 top front color tuning controls.

It has lighted channel indicator, pre-set fine tuning, full range tone control, push-pull on-off control, front sound and stereo input jack.

Belfair, a 21-in. contemporary color lowboy, has a 6x9-in. dual cone speaker. Belhaven, an upright console comes in a choice of 3 finishes. Lowboy Belfair, has a special 7-function wireless remote which turns color set on, adjusts volume continuously, changes channels, adjusts color intensity and fidelity, and turns set off. Styling in all color sets blends with finest living room furniture.

All have a 1-year warranty on all parts. Etched circuit boards carry an additional 4-year warranty.

New series will also have step-up features such as 21-in. color tube with bonded safety glass-optic filter. Bonded glass is etched to eliminate glare.

Masterpiece series of decorator-approved original cabinets will be delivered in late summer and will include Warren, a contemporary lowboy, with picture in center. Also in colonial style with gallery rail and turned legs.

Channing, in Danish modern, with center mounted picture tube and control panel floating in right grill area will have two 6x9-in. speakers. Chateau, French provincial, cabinet with new 7-function wireless remote control.

In black and white, a transformer-powered 23,000v chassis and a decorator-styled cabinet series is also announced. New line has "picture-guard" circuit combined with a special triple triode compactron that eliminates electrical interference, operates 40% cooler, and is said to have greater reliability.

Basic features include automatic contrast restoration circuit, high gain 3-stage I-F amplifier, automatic electron focus control, automatic circuit breaker. Two models have wide-angle 23-in. picture tube, removable optic filter, and 20,000v transformer-powered chassis incorporating triple triode compactron. Offered in a table model and lowboy console, these sets have a die-cast picture frame with push-pull on-off control, and front-mounted oval speaker. Table model No. TG 310 comes in charcoal finish and console comes with a larger speaker.

Admiral's stereo theatre line with 23-in. TV, AM-FM radio and phono includes 6 models and all have separate bass and treble controls, jewel light, built-in AM-FM antennas, and provision for FM multiplexer. **Prices:** Ramsey $595; Belfair $695; Belhaven $725; Belfair lowboy $845. TG 310 $229.95.

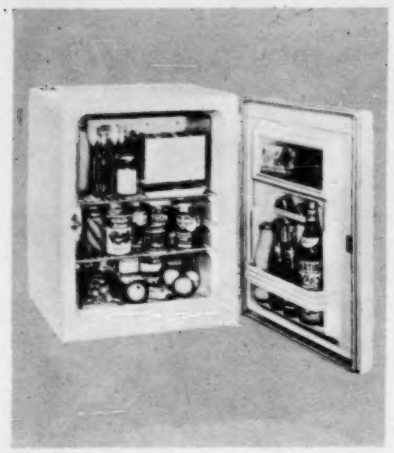
Admiral Corp., 3800 Cortland St., Chicago 47, Ill.



ABOVE, ADMIRAL MASTERPIECE, NO. L391

BELOW, ADMIRAL BELFAIR COLOR TV





RECORD 61

RHINECOLD Compact Refrigerators

Alaska Rhinecold announces its line of compact absorption and compressor refrigerators, which includes 5 models:

Record 61, a noiseless 2 cu. ft. refrigerator, with baked enamel finish in white and/or coppertone. Suitable for offices, motels, basements, doctors, etc. Includes drip tray, 2 ice cube trays, 110v, 75w.



POLAR-BAR

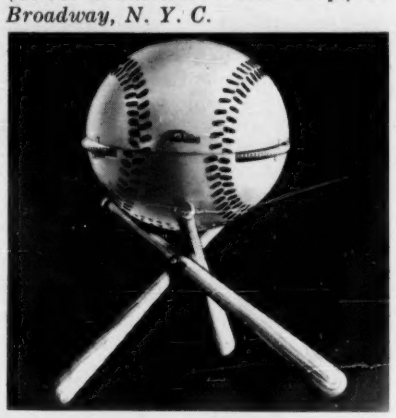
Box 40 chest model, weighs 53 lb.; has a baked enamel finish, white and/or coppertone. Holds 1 case of soft drinks. Includes wire basket, 1 ice cube tray, drip tray, 110v, 75w.

Consul 81 has 2.8 cu. ft. capacity, work table top; white baked enamel finish. Includes 2 ice cube trays, drip tray, 110v, 75w.

Polar-Bar has foam insulated bar. Of high impact styrene plastic for extra strength and greater efficiency. Also features large interior capacity and new magnetic lock. Includes 4 ice cube trays, drip tray, 110v, 75w. *Alaska-Werk, 45 S. Broadway, Yonkers, N. Y.*

TOSHIBA Baseball Radio

This 6-transistor radio, No. 6TP-515, resembling a baseball, can be lifted off tripod and carried. **Price:** $39.95. *Transistor World Corp., 52 Broadway, N. Y. C.*



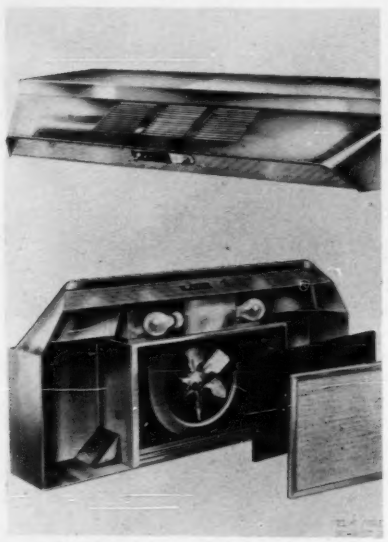
VENTROLA No-Duct Hood

Ventrola announces a new 2100 series no-duct kitchen hood. This duct-free kitchen hood is designed for economical air purification where exhausting to outside is difficult or impossible. Features include heavy expanded aluminum filter for removal of grease; extra-large activated charcoal filter for effective air purifying and removal of smoke, fumes and odors.

Two 60w bulbs light entire range. Hood has 2 speeds. Easily installed on wall or under cabinet.

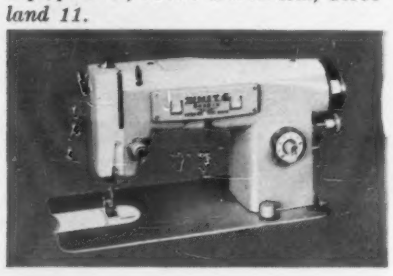
Comes in 4 sizes; 24 in., 30 in., 36 in., and 42 in. in coppertone, triple coated brushed chrometone and stainless steel.

Prices: $70.03 to $118.30. *Ventrola Mfg. Co., Owosso, Mich.*



WHITE Sewing Machine

White has just introduced No. 3355 deluxe automatic zigzag machine. Fingertip roller rotation accurately controls stitch width; it does embroidery automatically, appliques, monograms, makes satin stitch and many other specialties. It has permanently sealed and lubricated bearings; ac-dc motor and 2-tone finish. *White Sewing Machine Corp., Home Equip. Div., 11770 Berea Rd., Cleveland 11.*



Digest
520
chances-to-sell per dollar



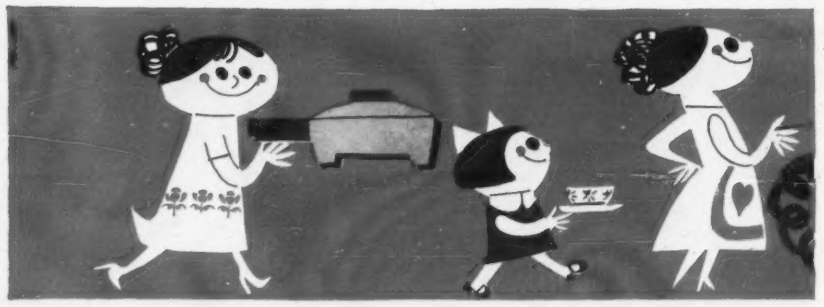
Post
298
chances-to-sell per dollar

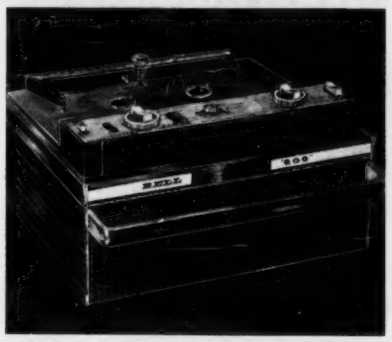


Look
234
chances-to-sell per dollar



Life
192
chances-to-sell per dollar





BELL Tape Cartridge Recorder

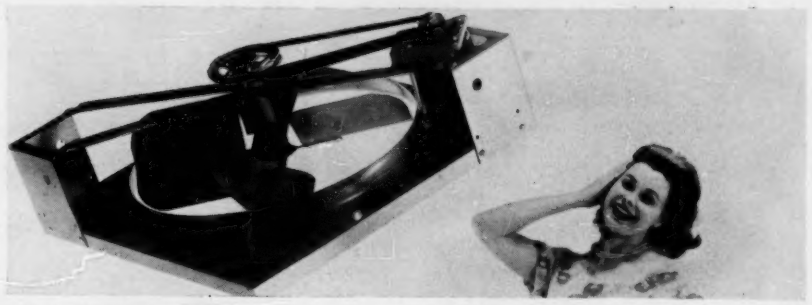
Bell announces a new tape cartridge recorder no larger than a vanity case that plays and records stereo and it weighs less than 18 lbs.

There are 3 models; No. 601 is a completely monaural record playback machine. Second unit, No. 602, is equipped for stereo recording and play back through a second amplifier-speaker system. A matching amplifier-speaker for this model is also available.

Top of line, No. 603, is a self-contained stereo tape recorder. Unit will record and play stereo through its own built-in stereo amplifier and has a second speaker contained in the unit's removable lid. It connects to the master unit by an 8-ft. extension cord. A detachable power cord stores in lid. 2 microphones are included.

Size of new tape cartridge recorder is only 10½x9x7½ in. high with lid. All models have 2 speeds. Besides 3¾ speed there is a slower 1⅞ speed.

Prices: No. 601 $139.95; No. 602 $169.95; No. 603 $200. *Bell Sound Div., Thompson, Ramo Wooldridge Inc., 555 Marion Rd., Columbus 7.*

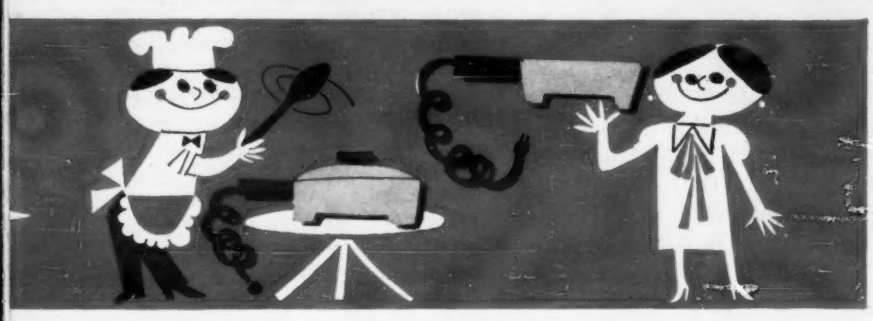


LAU Attic Fan Line

New design utilizes 2 steel corner supports attached to a cross bracing which holds both fan blade and motor with belt drive. It replaces older style wrap around construction.

The new "Rancher" fans are designed for installation in 1 or 2 story homes with low pitched roofs and limited attic or crawl space. Only 30 in. is required between fan and roof. Weight has been reduced yet cfm. remains same. Clearance between blade and attic floor is increased. Sizes include 24, 30, 36 and 42 in.

Each is available with 1 or 2⅓ hp 115v ac motor. *Home Comfort Products Div., Lau Blower Co., 2027 Home Ave., Dayton 7, Ohio.*



double your chances-to-sell electric fry pans

—or other electrical housewares—with each dollar you invest in the Digest

Every time an advertisement is looked at, it has a *chance-to-sell*. Nationwide research by Alfred Politz has measured these *chances-to-sell* to people in families which bought electric fry pans recently:

In the Digest: . . .	22,611,000
In the Post: . . .	13,191,000
In Look:	9,797,000
In Life:	9,039,000

Chances-to-sell to these buyers per dollar, with a 4-color page, are illustrated at the left. Again there's nearly a two-to-one spread . . . typical of the advantage you get advertising any type of product in Reader's Digest.

What about TV? Because TV audiences have not been measured accurately for product prospects, here is a comparison based on *chances-to-sell* to the *entire* audience: a 4-color Reader's Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar; TV provides only 17,419,000 or 613 per dollar (with a commercial minute on the average nighttime network television program).

People have faith in
Reader's Digest



WHIRL-A-WAY Disposer

Whirl-A-Way Continental 9000 has stepped up styling, power and performance with a ½ hp hi-torque motor and floating suspension. It is vibration free and noiseless because it has Roto-Mill.

New patented floating suspension creates silent zone under the sink. The ½ hp motor has incorporated a recent technique developed in motor winding that is said to create 35% to 50% greater starting torque.

Price: $99.50. *W. T. Hedlund Mfg. Co., Los Angeles 16, Calif.*

briefs

A carrying case for EICO No. RP-100 stereo/mono 4-track tape deck is announced. Constructed of wood and nickelplated hardware and covered with charcoal grey vinyl, the case is designed to hold the RP-100, with 2 7-reels so it can be carried safely and comfortably.

Price: $29.95. *EICO Electronic Instrument Co., Inc., 33-00 Northern Blvd., Long Island City, N. Y.*

Formula "99" furniture restoring kit restores gouges, nicks, digs, and dents on all types of furniture. Job can be done in minutes. Requires no sandpaper. One operation fills gouge, colors, and finishes.

Price: $10.95. *Arnold Laboratories, 7103 Laurel Canyon Blvd., North Hollywood, Calif.*

Handi-Wrap, a new lunch box wrap is announced by Dow Chemical. The 100 ft. roll is priced at 29¢. *The Dow Chemical Co., Midland, Mich.*

More new products on pages 6 & 7

HOTTEST NEW LINE AT THE SHOW!

DOMINION

WITH BANG-UP PROFITS FOR YOU!

Here's an appliance line worth popping off about—Dominion's special showtime selection of fast-moving, top-quality items just loaded with exclusive sales features. If you think small appliances are footballs, you've got another kick coming! Every gleaming Dominion appliance is priced to sell at full profit margin—even when you tag 'em at hard-to-beat promotion prices! So do your fall planning on this page, then see us at the Housewares Show. Or, if you can't wait, call your Dominion distributor right away.





Model 2515
DOMINION AUTOMATIC
OVEN-BROILER

**It broils 'n toasts . . .
turn it over it bakes 'n roasts!**

- 4 appliances in one—toaster, broiler, oven, roaster
- Weighs only 7 lbs.—easily portable from table to patio
- Thermostatic control with infinite settings from 150° to 550°
- Heatproof window lets the chef see what's cooking
- Contoured styling—chrome finish

Before you buy be sure to see Dominion's Seal of Quality

CERTIFIED QUALITY DOMINION REPLACEMENT GUARANTEED



Model 1219
DOMINION AUTOMATIC
SANDWICH TOASTER-WAFFLER

One set of reversible grids does the work of two!

- Automatic temperature control lets you dial exact heat
- Reversible grids convert from waffler to sandwich toaster in seconds
- Expansion hinges open wide to accommodate "jumbo" sandwiches
- Jewel signal light eliminates guesswork
- Built-in overflow carries off excess drippings and batter

Before you buy be sure to see Dominion's Seal of Quality

CERTIFIED QUALITY DOMINION REPLACEMENT GUARANTEED

No more repairs! Every Dominion appliance is backed by our exclusive 1-year "Over-the-Counter" Replacement Warranty!



Model 1612
DOMINION AUTOMATIC
COFFEE MAKER

For a really delicious cup of coffee . . .

- Gleaming chrome finish
- Flavor regulator brews to desired strength—set it and forget it
- Indicator jewel light tells when coffee is ready
- Easy pour, easy clean spout
- Graduated cup markings for 4, 6, 8, and 10 cups

Before you buy be sure to see Dominion's Seal of Quality

CERTIFIED QUALITY DOMINION REPLACEMENT GUARANTEED



Model 2260
DOMINION
BUFFET SKILLET

America's handiest, most convenient new appliance

- Tilt leg keeps skillet at angle so fats drain off food
- Tilt-up hi-dome vented cover stays up out of the way, helps prevent spatter
- Automatic Heat Control maintains exact temperature desired—from "simmer" to 420°
- Easy to clean—just detach heat control and immerse completely in water

Before you buy be sure to see Dominion's Seal of Quality

CERTIFIED QUALITY DOMINION REPLACEMENT GUARANTEED

BACKED BY THE POWER OF PAAR



America's most exciting small appliance—now featured in another peak-season promotion as Jack Paar (NBC-TV) sells the back-to-school market! Ask your distributor for details on local tie-ins!



Model 1805
DOMINION
HAIR DRYER

- Complete portable beauty salon self-contained in handsome luggage case
- Built-in mirror, storage compartment for combs, nail polish, etc.
- Flexible vinyl hose, washable drying hood
- Push-button controls for off, cool, warm, medium, and hot

Before you buy be sure to see Dominion's Seal of Quality

CERTIFIED QUALITY DOMINION REPLACEMENT GUARANTEED



Model 1535
DOMINION DELUXE
AUTOMATIC HEATER

Instant heat—when and where you want it!

- Enclosed ribbon-type elements give instant radiant and fan-forced heat
- Heat Control Regulator provides infinite settings from off to high
- Automatic safety cutoff instantly shuts off current should heater be tipped over
- Furnace-type thermostat automatically controls room temperatures

Before you buy be sure to see Dominion's Seal of Quality

CERTIFIED QUALITY DOMINION REPLACEMENT GUARANTEED



Model 1438
DOMINION AUTOMATIC
TABLE RANGE

A table range that cooks like an expensive, full-size range!

- Two range-type tubular elements for high-speed and general cooking
- Range-type dial switches provide infinite number of heat settings
- Thermostatically controlled heat for perfect cooking results every time
- Elements lift up for easy cleaning
- Gleaming chrome top

Before you buy be sure to see Dominion's Seal of Quality

CERTIFIED QUALITY DOMINION REPLACEMENT GUARANTEED

EXTRA ADDED ATTRACTION



PHYLLIS ROBERTS . . .

One Of America's Top Fashion Models! You've Seen Her On The Jack Paar Show . . . Now See Her In Person At The Dominion Booth. Don't Miss Her!

CERTIFIED QUALITY DOMINION REPLACEMENT GUARANTEED

DOMINION

DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO

Citizens Band

CONTINUED FROM PAGE 3

carry enough margin to make it profitable for a distributor.

How To Sell It

Demonstrations are first on the "how-to" list, whether you're selling the smaller or more powerful units. The hand-held sets can be shown in the store. Just give the customer one, hold one yourself, walk out of the store—and probably into a sale. It's not difficult to get one into a customer's hand. Everyone's heard of a "walkie-talkie." And any good appliance salesman should then be able to suggest how the customer could use one for his pleasure or his business.

The 5-watt sets require more specialized selling. You'll need one mounted in a car to show mobile applications. And you'll be shooting for a slightly different market. Any small business or professional person—or homeowner—is a potential customer, but you've got to show him why he needs it.

Technical knowledge required for selling 5-watt sets is not excessive, but it is important. You must have someone who can install the antenna. And you should advise the customer which of the 23 available channels would be least crowded in his area. And remember—each 5-watt installation means a probable sale of two or more sets.

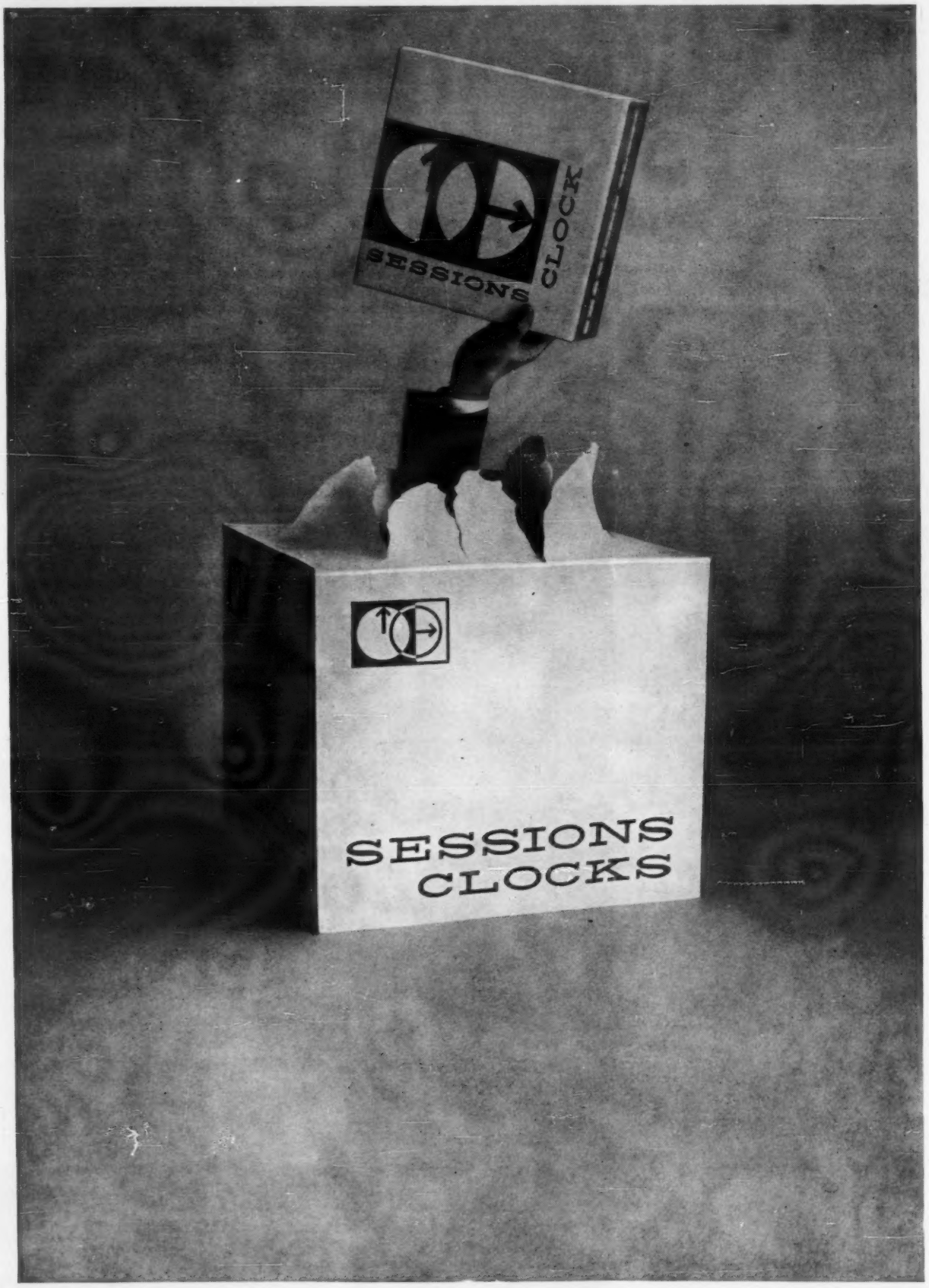
There's no season on this equipment, and it's not affected by consumer buying patterns.

Service

Service is not a big problem as most of the equipment is rugged and dependable. Most American units needing repairs are sent back to the factory, because the sending frequencies must be precisely tuned to stay within FCC regulations. And few repairmen are yet qualified to work on the transistorized circuits of the 100-milliwatt units.

The Japanese solve the problem by over-shipping 10% to 15%, and merely replacing imperfect sets. Return duties and tariff restrictions are too costly and complicated.

But as the business grows, servicemen are learning to work on the units, and, according to most manufacturers, any qualified TV repairman could easily learn to work on the sets.



What's Available In Citizens Band

Here's a round-up of what some manufacturers are offering in Citizens Band equipment. The representative list gives a good idea of the types and prices of equipment in the field. Prices are retail.

Cadre Industries Corp., Endicott, N.Y.—Model 100, walkie-talkie, seven transistors, $124.95. Model 500, 5-watt, 15 transistors, 10-mile range over land, $199.95.

DeWald (United Scientific Laboratories, Inc.), 35-15 37th Ave., Long Island City 1, N.Y.—Model TR-800, a 5-watt unit, $79.95. Model TR-910 adds squelch control, other features, for $99.95.

Globe Electronics, 400 S. Wyman St., Rockford, Ill.—The Pocketphone, a 100 milliwatt set, with rechargeable battery, nine transistors, is $125. Another 100-milliwatt unit is the Silent-Foney. Especially designed for use in high noise areas such as airports, the set is built into mouth and ear pieces which the user wears. Price is under $200. Two 5-watt sets, CB-100A and CB-200 are priced at $139.95 and $189.95, respectively.

ITT, P.O. Box 99, Lodi, N.J.—A 5-watt unit, fully transistorized, five crystal-controlled channels, $199.95.

E. F. Johnson Co., Waseca, Minn.—A hand-held 100-milliwatt model for $109.95, and a 5-watt, 10-tube set for $134.95 or $144.95, depending on voltage requirements. The company also has antennas.

Magnavox—The company is testing a 100-milliwatt unit, price $99.50.

Osborne Electronics Corp., 13105 S. Crenshaw Blvd., Hawthorne, Calif.—The Duo-Con, 100-milliwatts, with external antenna jack for fixed or mobile use and external speaker-mike jack, $99.50 or $119.50 with squelch control. Model 300, a completely transistorized 3-watt set, $149.95.

Philmore Mfg. Co., Richmond Hill 18, N.Y.—A kit, model TC-11, $39.95.

Raytheon Co., 411 Providence Turnpike, Westwood, Mass.—Two 100-milliwatt units, the Ray-Ette Regal, $79.95, and the Super, $99.95. Both include earphones. A 5-watt set, the Ray-Tel, sells for $169.95.

RCA—Two 100-milliwatt units, the Personal-Com and the Personal-Com 300, sell for $129.95 and $149,95, respectively.

Sonar Radio Corp., 3050 West 21st St., Brooklyn 24, N.Y.—The Sonarcom, a 100-milliwatt unit, receives on 22 channels, is $124.95. The 5-watt Model E has provision for eight transmitting and receiving crystal-controlled channels, is $179.95.

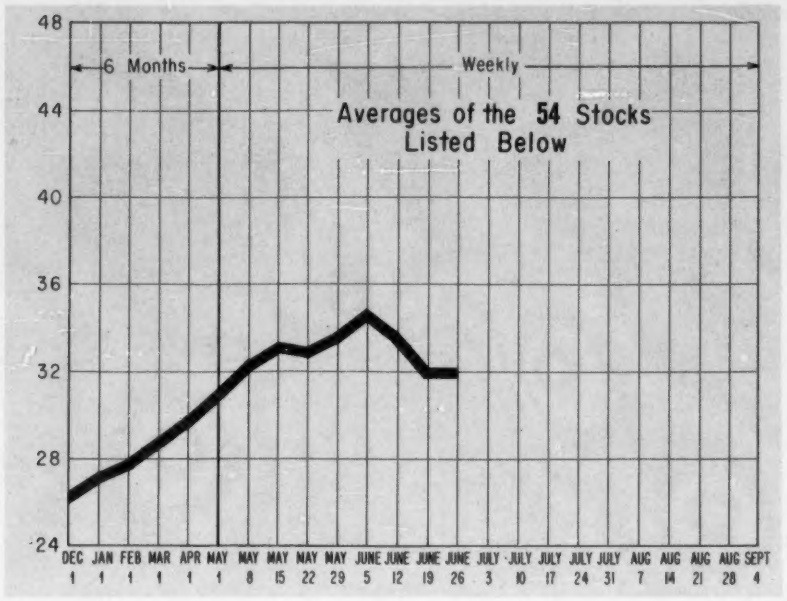
Utica Communications Corp., 5055 N. Kedzie Ave., Chicago 25, Ill.—Model MC-27 5-watts, $189.50.

Vocaline Co. of America, Old Saybrook, Conn.—The Commaire, 18 transistors, a portable unit of less than 5 watts but more than 100-milliwatts, $250.

Webcor: A 100-milliwatt set, price $99.95.

TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1961 High	1961 Low	Close June 19	Close June 26	Net Change
NEW YORK EXCHANGE					
Admiral	15 1/8	10 5/8	13	12 3/4	— 1/4
American Motors 1.20	21 1/4	16 1/2	17 1/2	17 1/8	— 3/8
Arvin Ind. 1	28 1/8	20	22 3/4	23	+ 1/4
Borg Warner 2	43 3/8	35	40 5/8	41 3/4	+ 1 1/8
Carrier 1.60	49	32 1/8	43 3/4	41 1/2	— 2 1/4
CBS 1.40B	42 3/8	35 3/8	37 5/8	37	— 5/8
Chrysler 1A	48	37 3/8	44 1/2	45 1/4	+ 3/4
Decca Records 1.20	47 1/2	32 5/8	35 7/8	36 3/4	+ 7/8
Emerson Electric 1BXD	87 1/2	50	70 1/4	77 1/4	+ 7
Emerson Radio .37T	16 1/4	11 1/8	14 1/8	14 1/8	—
Fedders 1B	25 1/8	17 1/8	23 5/8	23 1/8	— 1/2
General Dy. 1	45 1/2	31 1/2	33 5/8	32 3/8	— 1 1/4
General Elec. 2	74	60 1/2	63 1/4	62 1/4	— 1
General Motors 2	49 1/2	40 5/8	45 1/8	44 3/8	— 3/4
General Tel & El .76	32 1/2	25 3/4	26 1/8	25 7/8	— 1/4
Hoffman Elec.	29 5/8	16 1/4	21 1/4	19 3/4	— 1/2
Hupp Corp. .25F	11 3/4	8	9 1/2	9 1/4	— 1/4
Magnavox 1	96 3/4	46	82 3/4	84 3/4	+ 2
Maytag 2A	51 1/2	36 1/2	49 1/2	49 3/4	+ 1/4
McGraw-Edison 1.40	40 5/8	30 3/4	36 3/8	36	— 3/8
Minn. M&M .60	87 5/8	70 1/8	82 1/2	80 1/8	— 2 3/8
Montgomery Ward 1	34 3/4	27 1/4	27 1/4	27 3/8	+ 1/8
Monarch .04	18 1/2	13 3/8	15 1/4	16 1/8	+ 7/8
Motor Wheel 1	20 1/2	11 3/4	14	13 7/8	— 1/8
Motorola 1	100	75 1/8	85 1/2	84 1/2	— 1
Murray Corp.	30 5/8	26 5/8	28	29	+ 1
Norris-Thermador	34 3/8	18	24	23 3/4	— 1/4
Philco	25 1/8	17 3/8	22 7/8	22 3/8	— 1/2
RCA 1B	65 5/8	49 1/2	57	57 1/2	+ 1/2
Raytheon 2.37T	43 1/2	35 1/4	39 5/8	38	— 1 5/8
Rheem	23 1/2	13 1/2	18 1/8	16 1/8	— 2
Ronson .60	23 3/8	12 1/8	17 1/2	20	+ 2 1/2
Roper GD	25 1/2	16 5/8	23	23	—
Schick	14 1/8	8 1/4	10 3/8	10	— 3/8
Siegler Corp. .40B	34	26 3/4	27	27 1/4	+ 1/4
Singer	102 1/2	63 1/2	89 1/2	93 3/4	+ 3 1/4
Smith A. O. 1.60A	37 7/8	28 7/8	29 1/2	30 1/2	+ 1
Sunbeam 1.40A	54 1/2	45 3/8	50	51 1/2	+ 1 1/2
Welbilt .10E	7 1/8	4 1/8	6 1/8	6	— 1/8
Westinghouse 1.20	50	40 1/8	43 5/8	42 3/4	— 7/8
Whirlpool 1.40	34 3/8	27 1/4	31 5/8	31 3/8	— 1/4
Zenith 1.60A	185	97 1/4	164 1/2	163 1/2	— 1
AMERICAN EXCHANGE					
Century Electric	10 3/4	5 7/8	8 3/4	8 1/2	— 1/4
Ironrite .25T	8 1/4	5 1/2	7 1/4	6 3/8	— 7/8
Lynch Corp. 87T	12 3/4	8 1/4	11 1/8	12 1/8	+ 1
Muntz TV	7	4	5 3/8	5 1/8	— 1/4
National Presto .60	31	12 1/4	20	19 5/8	— 3/8
Nat. Un. Elec. (Eureka)	4 1/2	1 7/8	4	4	—
Pentron	8 5/8	2 5/8	6 3/8	5 5/8	— 3/4
Proctor-Silex	9	5 1/8	8 1/4	8 3/4	+ 1/2
Republic Trans.	9 1/2	4 1/2	7 1/2	7 1/8	— 3/8
Trav-ler Radio	7 1/2	4 5/8	6 5/8	6 5/8	—
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	7 1/4	7 1/4	—
Webcor	—	—	9 1/4	9 1/4	—

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: The over-all market slipped to its lowest reading in some two months but the EM WEEK chart maintained pace with last week, chiefly through the efforts of a few individual advancing issues. While domestic business news contributed to the slack in the market picture, tension on the international scene—in Kuwait, Iraq, Venezuela and Berlin—failed to brighten the situation. Analysts, however, were not too worried. They were saying that the present market slack will gradually come to a close in the not too distant future and the traditional summer rise will set in. Trading in volume was way off most of the week, averaging under 3 million shares per day.

A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES appliance-radio-TV index (1957 = 100)	108	109	111	2.7% down* (March 1961 vs. March 1960)
RETAIL SALES total ($ billions)	18.1	17.9	18.4	1.6% down (May 1961 vs. May 1960)
APPLIANCE-RADIO-TV STORE SALES ($ millions)	325	318	331	1.8% down (April 1961 vs. April 1960)
CONSUMER DEBT + + owed to appliance-radio-TV dealers ($ millions)	269	274	290	7.2% down (April 1961 vs. April 1960)
FAILURES of appliance-radio-TV dealers	37	30	27	37.0% up (May 1961 vs. May 1960)
HOUSING STARTS (thousands)	118.7	110.3	125.0	5.0% down (April 1961 vs. April 1960)
AUTO OUTPUT (thousands)	**128.8****	**129.3****	**141.2****	**8.78% off**
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment ($ billions)	18.0+	18.3+	19.2+	6.3% down (4th qtr. 1960 vs. 4th qtr. 1959)
DISPOSABLE INCOME annual rate ($ billions)	357.1+	358.1+	347.0+	2.9% up (1st qtr. 1961 vs. 1st qtr. 1960)
CONSUMER SAVINGS annual rate ($ billions)	28.1+	27.2+	23.7+	18.6% up (1st qtr. 1961 vs. 1st qtr. 1960)
EMPLOYMENT (thousands)	66,778	65,734	67,208	0.6% down (May 1961 vs. May 1960)

*New index being used. Federal Reserve Bulletin (seasonally adjusted).
**Figures are for week ending June 24, 1961, and preceding week (revised).
+Figures are for quarters.
++Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room	Apr.	195,700	226,900	−13.75
	4 Mos.	724,300	668,400	+ 8.36
DISHWASHERS	Apr.	52,100	50,300	+ 3.58
	4 Mos.	193,700	187,500	+ 3.31
DRYERS, Clothes, Electric	**May**	**27,441**	**29,465**	**− 6.87**
	5 Months	**234,068**	**270,145**	**−13.36**
Gas	**May**	**15,231**	**24,235**	**−37.15**
	5 Months	**121,237**	**147,363**	**−17.73**
FOOD WASTE DISPOSERS	Apr.	64,800	64,100	+ 1.09
	4 Mos.	243,800	251,800	− 3.18
FREEZERS	Apr.	81,200	102,100	−20.47
	4 Mos.	288,100	355,500	−18.96
PHONOGRAPH SHIPMENTS	Apr.	206,048	173,381	+18.84
	4 Mos.	1,043,010	1,356,202	−23.09
RADIO PRODUCTION (excludes auto)	**Week June 16**	**222,222**	**205,232**	**+ 8.27**
	24 Weeks	**4,663,380**	**4,797,805**	**− 2.80**
RADIO RETAIL SALES	Apr.	603,489	547,839	+10.16
	4 Mos.	2,704,218	2,627,147	+ 2.93
TELEVISION PRODUCTION	**Week June 16**	**131,765**	**104,929**	**+25.58**
	24 Weeks	**2,530,836**	**2,754,523**	**− 8.12**
TELEVISION RETAIL SALES	Apr.	378,275	351,214	+ 7.70
	4 Mos.	1,760,453	1,951,583	− 9.79
REFRIGERATORS	Apr.	273,900	300,000	− 8.70
	4 Mos.	1,038,600	1,225,600	−15.26
RANGES, Electric, Standard	Apr.	69,700	69,600	+ .14
	4 Mos.	297,100	312,400	− 4.90
Built-in	Apr.	58,700	58,300	+ .69
	4 Mos.	217,000	233,700	− 7.15
RANGES, Gas, Standard	**May**	**126,800**	**115,500**	**+ 9.78**
	5 Months	**553,700**	**635,300**	**−12.84**
Built-in	**May**	**33,300**	**30,000**	**+11.00**
	5 Months	**132,800**	**134,200**	**− 1.04**
VACUUM CLEANERS	Apr.	265,032	278,391	− 4.99
	4 Mos.	1,115,449	1,171,122	− 4.75
WASHERS, Automatic & Semi-Auto	**May**	**187,010**	**176,883**	**+ 5.73**
	5 Months	**960,340**	**1,020,782**	**− 5.92**
Wringer & Spinner	**May**	**60,894**	**67,060**	**− 9.19**
	5 Months	**259,330**	**302,829**	**−14.36**
WASHER-DRYER COMBINATIONS	**May**	**10,499**	**9,589**	**+ 9.49**
	5 Months	**42,575**	**70,044**	**−39.22**
WATER HEATERS, Electric (Storage)	Apr.	62,500	57,000	+ 9.65
	4 Mos.	247,100	254,200	− 2.79
WATER HEATERS, Gas (Storage)	**May**	**215,600**	**205,500**	**+ 4.91**
	5 Months	**1,177,000**	**1,099,300**	**+ 7.07**

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

PUT YOURSELF IN THE DRIVER'S SEAT WITH KELVINATOR



"In every way, Foodarama is the stand-out appliance on my sales floor"

"Take sales volume, for example.

"Foodarama is a sales *stand-out.* Women literally fall in love with it on sight because it means better living for them and their families... saves them time, work and money.

"It carries a *stand-out* price tag, too. In fact, it's so competitively priced that it actually sells for less than many smaller, less convenient refrigerator-freezers. And there are four different models to meet every customer's needs and budget.

"Best of all, Foodarama is a *stand-out* when it comes to profits. It delivers big-ticket profits in volume—at a good margin. That's really something these days!

"Basic selling advantages and very competitive prices are combined in all the appliances Kelvinator dealers have to sell.

"With products such as Foodarama, Kelvinator dealers are in position to reach higher volume and profit levels."



KELVINATOR DIVISION, AMERICAN MOTORS CORPORATION, DETROIT 32, MICHIGAN

ELECTRICAL MERCHANDISING WEEK

A McGRAW-HILL PUBLICATION SERVING THE APPLIANCE—RADIO—TV—HOUSEWARES INDUSTRIES

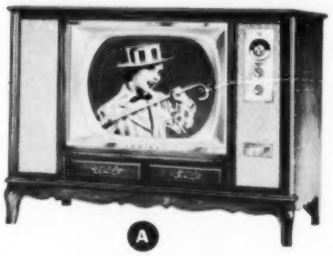
PART 2 • JULY 3 ISSUE

1961 HOME GOODS DATA BOOK

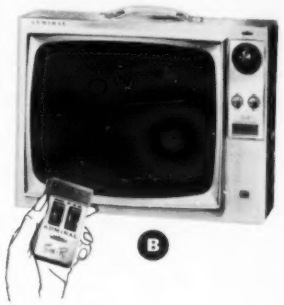
AND BUYERS' GUIDE

Sell the most exciting quality products of their kind anywhere in the world

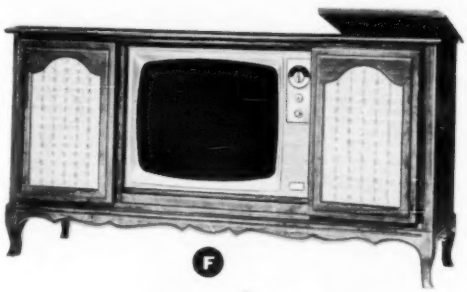




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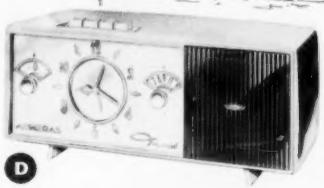


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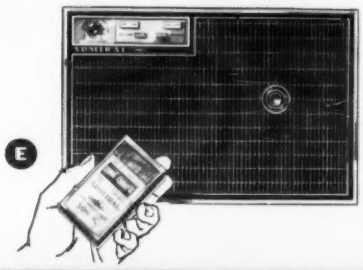




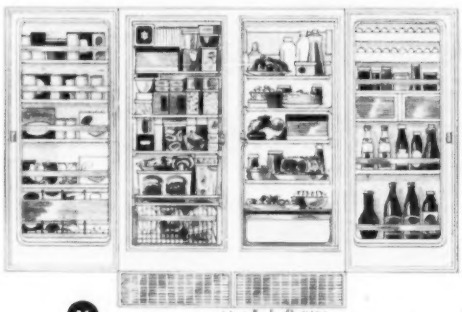


















Put real sales excitement back on your selling floor with Admiral Quality products! Sell the exclusive "Firsts" that bring in customer traffic and command full mark-up for better profits! A Admiral 1962 Color TV—a sharper, 50% brighter picture in TV's most distinctive cabinetry. B New 19″ Portable TV with Super Son-R®—the only remote control that turns TV on, changes channels, adjusts volume and turns the set completely off; no tubes are left burning! C Admiral's famous 9-band All World; the first multi-wave transistor portable with 750 milliwatts of power! D The Duncan Clock Radio, featuring luminous hands and complete push-button controls.

MARK OF QUALITY THROUGHOUT THE WORLD

ADMIRAL

Admiral® Sold in 110 countries. Admiral Sales Corp., Chicago 47, Ill., USA • Canadian Admiral Ltd., Port Credit, Ontario

E Exclusive new 1962 Super Son-R Remote Control Air Conditioner—turns unit on, off, changes fan speeds, selects temperatures. F The Brittany, Admiral Stereo Theatre; 23″ TV, 4-speaker stereo phono and FM/AM radio with provision for new FM stereo reception. G The Golden Eagle; most powerful, most sensitive shirtpocket radio the world has ever known! 100% American made! H The New Admiral FVN169, the upright freezer that never needs defrosting. I Admiral 1962 Portable Stereo—4 speakers, powered to deliver console sound. J Admiral 30″ Automatic Electric Range; oven picture window is largest on any 30″ range. K The New Admiral Duplex, the refrigerator-freezer with everything! Over 20 cu. ft. of fresh and frozen food capacity, and never needs defrosting!



Electric and Gas 30-inch models available

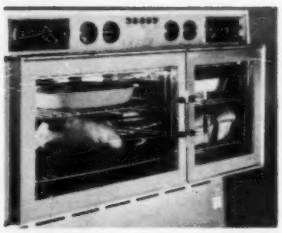
Now available in Gas or Electric models



The 'Fabulous 400'—gas or electric models—the free-standing range with the built-in look. A design still years ahead of competition, with features unmatched by any other line of ranges anywhere. A fabulous traffic-builder, too!

Here's the new Tappan 36-inch gas range that's stirred up so much talk among women who *know* cooking. Features galore—every one of them a selling point. Tappan is the best-known, most-wanted range in America—because of models like this!

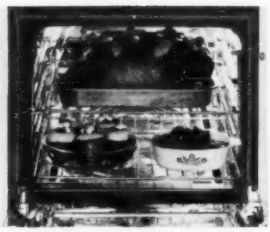
Terrific new *TAPPAN* range line gives you a double shot at extra profits



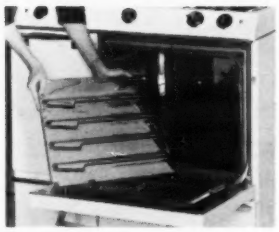
Two chrome-lined ovens! Broil, bake at the same time. Holds a 24-pound turkey and all the fix-in's. Chrome resists rust and stain—cleans easily.



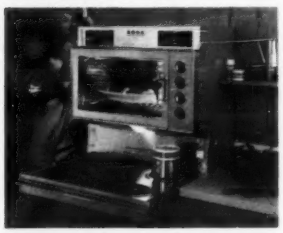
Exclusive "Hide-Away" range top! A nudge slips surface units out of sight—leaves a counter-top-height cutting board of handsome maple.



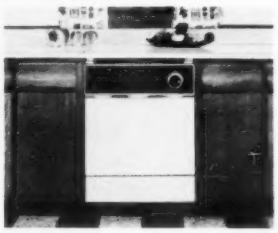
Banquet-sized oven — cooks a full dinner for eight! Automatic clock control lets housewife cook as she shops or cleans the house.



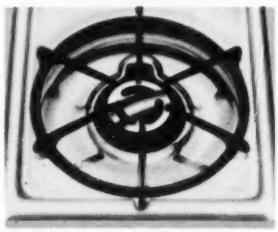
Removable oven-liner — cleans in a jiffy. Chrome-lined for better baking, easy cleaning. The oven bottom is guaranteed for life.



Only 30" wide — the 'Fabulous 400' Debutante model. Every automatic cooking feature of its bigger brother, except for the second oven.



First quiet automatic dishwasher! New principle, exclusive with Tappan. Features matching interchangeable color panels.



Exclusive Tappan — "Sizzle-'n-Simmer" burner. Highest turn-up, lowest turn-down. Easiest burner to clean. Real top-of-the-range selling point!

More selling help comes from national advertising—plus 4 big dealer promotions every year. Remember, when you sell Tappan you get both the customer who wants electric cooking **and** the customer who prefers gas—both in America's best-known line of quality ranges at a profitable price. *THE TAPPAN COMPANY, MANSFIELD, OHIO • TAPPAN-GURNEY LIMITED, MONTREAL*

THE TAPPAN COMPANY
Dept. EMW 7-3-1
Mansfield, Ohio

I want more information on Tappan Ranges: New Tappan free-standing gas ranges ☐, New Tappan free-standing electric ranges ☐, Tappan 'Fabulous 400' gas range ☐, Tappan 'Fabulous 400' electric range ☐, Tappan Dishwasher ☐, Tappan Built-in appliances ☐

Name_____

Address_____

City_____

State_____

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1961
Home Goods
Data Book
and Buyers' Guide

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How to Use Your Copy

Electrical Merchandising Week

Office of the Publisher

July 3, 1961

To Subscribers to EM WEEK:

This first annual HOME GOODS DATA BOOK is published as part of MERCHANDISING WEEK's continuing and expanding service to its subscriber-readers.

Prior to the formulation of the format of HGDB, 506 of you were contacted for your ideas and opinions of the project. Over 65% of you told us that there was a real need for a single, complete and accurate source of information on products and product features covering appliances, electric and non-electric housewares, outdoor power equipment, radio-tv and hi-fi sets.

This source is now in your hands. I'm sure you will find it helpful in your day-to-day operation of buying and selling home goods.

If you'd care to give me your comments on this 1961 HGDB, I'd be pleased to hear from you.

Sincerely,

Caswell Speare

Caswell Speare

Three Hundred Thirty West Forty-Second Street, New York Thirty-Six, New York

of the 1961 Home Goods Data Book

With this, the first annual issue of the HOME GOODS DATA BOOK, EM Week has produced nine complete compendiums of appliance-radio/TV-housewares information. It tells you not only where to buy any item, but also how to merchandise it, advertise it and sell it.

THE HOME GOODS DATA BOOK offers you marketing facts and statistics and how-to features and directories in nine separate fields. It's designed for everyday use . . . with hard covers to last at least the full year you'll be using it.

To get the most out of your DATA BOOK, study the instructions on this page.

The DATA BOOK is divided into two types of material: this 64-page section covering retail operations and the six directories that follow.

The retail operations section:

Statistics, facts and how-to information are included in this section. Here are some of the subjects covered and the ways you can put them to use:

Diversification • Check what your doing against what other dealers are doing. Use the 21-point check list to evaluate products you're thinking of adding.

Regional sales charts • Check your performance on nine products against the statistics for your own region.

Profit leaks • Compare your accounting system and practices to one especially designed for dealer use. Find your break-even point.

Small Business Association • Know what educational, guidance and information services are available to you, and how you can use the SBA loan program to rebuild, expand, modernize or stabilize your business.

Advertising • Here's help with ad preparation, dates of holidays and special events. Also, miscellaneous ideas and facts to use in promotions.

Modernization • Use this material to evaluate an area, then a site within that area. Also, a section on modern, sales-building lighting.

Insurance • A check-list of data for owners, another for those who lease, and a third on insurance of interest to both.

Discount tables • Use these to compute selling prices based either on mark-up on cost or on profit on the selling price.

Trade associations • Check what associations can help you, and what they offer.

Lineage chart • Convert column inches of advertising to newspaper agate lines, at a glance.

Inventory tips • A way to control slow-moving merchandise. A system for planned buying.

The Directory Sections:

The DATA BOOK contains four sections of product directories and two sections covering manufacturers and trade names.

The four product directory sections cover nine product field, dividing them as follows:

Section one • Major Appliances, Kitchens and Outdoor Power Equipment.

Section two • Home Electronics (Organs; phonos, monophonic and stereophonic; radios; television; tape recorders.)

Section three • Electric Housewares, Floor-care Equipment and Power Tools.

Section four • Non-Electric Housewares, Lawn and Garden Equipment.

Each is a separate directory within its section. Finding any product or manufacturer will be simple if you remember these directions:

Products are arranged in alphabetical order within each directory.

Manufacturers are listed alphabetically under each product.

Some products—electric room heaters for example—might logically be listed in more than a single directory. Cross references in such instances show you in which directory we placed the product. (Heaters are in the Electric Housewares Directory. A cross reference is in the Major Appliance Directory.)

Cross references are also used to call attention to additional listings.

The Manufacturer's Directory:

Immediately following the product directories is an alphabetical listing of more than 2000 companies who make products in this field. You can use it to check the correct address or telephone number of any manufacturer.

The Trade Names Directory:

This section includes trade names of products you either sell or may come into contact with. Trade names are listed alphabetically, and the type of product is given when a name is used by two or more companies. Since what appears to be a trade name often is a company name, try that section if a name you're looking for doesn't appear in the trade names' list.

Reader Service Cards

Postage-free cards at the back of the DATA BOOK can be used to obtain additional information on products listed, or to request information on products, companies or trade names not listed in the DATA BOOK.

The editor and publishers of the DATA BOOK would like to thank the hundreds of manufacturers who have contributed time and information to make this venture a successful one and would like to take the responsibility for any errors or omissions that might have occurred.

TRADING AREA ANALYSIS

MARKET GROWTH TREND

SOURCE OF INFORMATION			SCORE
Sales Management magazine Commercial Atlas C of C Bank	1	Percent increase of trading area population over past two years If below 5% If between 5% & 10% If between 10% & 20% If over 20%	0 5 7 10
	2	Percent increase of bank clearings over past two years If below 5% If between 5% & 10% If between 10% & 20% If over 20%	0 5 7 10

Note: If there is a "Sales Management" magazine City-National Index available for this city, use the amount this index exceeds 100 (up to a maximum score of 20) for (1) & (2) combined. For example: If the index is 116, the score for (1) & (2) would total 16; if the index is 138 the score would be held to a total of 20.

QUALITY OF MARKET

State Emp't. Office	3	Average age of residents If: Above average Normal Below average	0 1 2
C of C Real Estate Office	4	Level of Education If: Below average Average Above average	0 2 3
	5	Labor Standards If majority are: Unskilled Skilled If more than average are: Professional Retired	1 3 5 4
	6	Labor Stability If most employment is: Seasonal Transient Steady	1 0 5

Instructions:
Circle **one** score in each numbered section.
Add the twenty three circled scores to get the total score.

GROWTH POTENTIAL

SOURCE OF INFORMATION			SCORE
C of C Bank State Emp't. Office	7	If growth of existing industries is: Doubtful Possible Certain	0 3 9
	8	If prospect of new industries is: Poor Possible Probable	0 3 8

SHOPPING HABITS

C of C Bank	9	If majority buy in: Distant Communities Neighboring Communities At Home	0 2 5

OVERHEAD CONSIDERATIONS

Real Estate Office Bank	10	If business rentals $/sq ft are: Above average Average Below average	0 1 2
C of C	11	If taxes in general are: High Low	0 2
State Emp't. Office	12	If retail employees are: Plentiful, Wages low Scarce, Wages high	2 0

COMPETITION

Yellow Pages Phone Book	13	If total number of competitors per 1000 trade area population is: Less than average Average Above average	10 5 0

A perfect city would score 100.
A city whose score totals less than 60 is a dubious risk.

THIS TRADING AREA ANALYSIS WILL HELP SHOW . . .

How to Choose the Best City For Your New Appliance Store

At least once in his career, every appliance dealer has to choose the city where he'll set up business. This system is the best assurance—next to a money-back guarantee—that he'll choose the right city.

SOURCE OF INFORMATION			SCORE
EDUCATION & CULTURE			
C of C	14. If public school system is:	Poor	0
		Average	1
Personal Observation		Good	3
	15. If college or university is in area		3
		If not	0
	16 If public library is:	Poor	0
		Good	1
FACILITIES			
C of C	17 If local public transportation is	Poor	0
		Adequate	1
Bank		Good	2
Personal Observation	18 If Common Carriers are: (rail, water, air, highway)	Poor	0
		Average	3
		Good	5
	19 If banking and finance companies are:	Good	2
		Fair	1
		Inadequate	0
	20 If Utilities (gas, elec, water) are:	Poor	0
		Fair	2
		Good	4
	21 If public services (fire protection, police, parking, postal service etc) are:	Poor	0
		Fair	1
		Good	3
COMMUNITY SPIRIT			
Bank	22 Are service organizations active? (C of C, Jaycee, Kiwanis, Lions, Rotary)	No	0
C of C		Yes	2
Personal Observation	23 Are there sufficient recreational facilities?	No	0
		Yes	2

CHANCES ARE that you, as an appliance dealer, will not only be faced with choosing the initial location for your store, but will also consider such a decision several times more. Maybe your present location isn't paying off as well as you think it should. Maybe the community has changed in character. Maybe competition has gotten rough and ruthless. Maybe you've lost your lease. Or maybe you'd just like to move where the fishing is better. One thing is sure: It's easy—and subsequently unpleasant—to pick the wrong town.

That's why it's important to screen all the likely communities in the general region of your choice. And, while it may not be easy, there is a reasonably scientific way of doing it.

First, pick out the communities you want to investigate. Then, make a Trading Area Analysis (see chart above) for each potential location and get ready to keep the score. Your public library or Chamber of Commerce will have a Rand-McNally Commercial Atlas or better yet, Sales Management magazine. This monthly has a section, "Survey of Buying Power" which gives the change in each principal city's buying power in the past ten years, the same for the past year and a comparison of the city's current buying power with the nation as a whole. If the library doesn't have out-of-town phone directories, try the business office of your telephone company. These references may never make the list of ten best sellers, but they will give you many of the preliminary vital statistics for each community.

The yellow pages of each phone directory will list the appliance dealers and lines comprising your potential competition. Read further and you will learn how many broadcasting stations there are, how many TV stations and repair shops, and where the local Chamber of Commerce is.

Write each Chamber of Commerce for its latest market survey and brochure. A prompt reply suggests an eager outfit. Evidence of future grown is the feature you're looking for. If the C of C report doesn't show promise of consistently increasing population, postal receipts, or bank clearings, then hoist the caution signals.

As the returns arrive, fill in as much as possible of each score sheet. The standings will begin to shape up tentatively and it will now be time to write the distributors of the major lines you prefer to handle. Outline to them your plans; ask them where, in the region you are surveying, they need dealers most. Invariably you will get an enthusiastic response inviting you to contact their representatives in that area.

Then start traveling. Fill up your ranch wagon gas tank or buy a yard of bus tickets and hop from town to town spending plenty of time in each candidate community.

Occasionally a place can be rejected at a glance, like the town which was touted as the site of a new chemical empire but which was found to be a mere boondocks crossroad.

Most communities, however, rate two or three days' attention. It is smart to conserve your time and efforts by following a planned campaign in each town. Make the C of C your first target. Pump the secretary dry, remembering that he will be a confirmed optimist or he couldn't hold his job. Have him make an appointment with an officer of the best bank. A banker is by necessity pessimistic so his story will help offset the enthusiasm of the Chamber of Commerce.

If there is a State Employment Office in the town, sit down with the director and get his general comments concerning the future and copies of the local monthly manpower reports. Back issues will help give you a line on the employment trend in the past. Also get some picture of the community wage structure and a clue to the availability of employees for your projected store.

By now your collection of statistics should be complete—if not, try the postmaster, managers of the

utilities or the credit bureau. Don't get buried in the figures though, it's time to get more personally acquainted with the place.

Spend a day alone on the town. Walk up and down the shopping district and in and out of stores until your feet hurt. If there are any promising vacant stores, call on the real estate dealers involved. Get the story on rentals, preferred locations, competition, businesses for sale, housing developments and growth potential.

Browse around the stores which are possible competitors. Notice the improvements you could make. Ask the managers or owners if their business is for sale. It's a pretty good sign if none of them want to sell.

Inspect the parking situation in the shopping district. Visit the residential sections, industrial zones and outlying store areas. If there is one of those giant suburban shopping centers, that means someone before you made a favorable survey and that's a point in the community's favor. It still doesn't mean that a central location in the city proper wouldn't be your best bet.

Be on the alert for special situations. A city which is about to be exposed to TV for the first time will prove to be a gold mine for at least a year—if you sell TV. But, be sure the area isn't afflicted with cut-throat tailgate peddlers.

Visit the public library in the evening. Study the local newspapers, particularly the appliance and help wanted ads; size up the people you meet in the street, in the corner drug stores and drive-ins. Then, when you are

How to Find the Best Street

WHY SHOULD YOU USE SPECIAL CARE when you choose a location for a store?

The answer is simple: Few merchants—unless they're *really* selling the better mousetrap—find that customers beat a path to their doors. The closest they can come to this is somehow stationing their store in the paths of potential customers.

That's the reason for being scientific about store loca-

STORE SITE POTENTIAL: Make up a chart like this for every likely-looking site and you'll be better able to judge.

STORE SITE ANALYSIS

FACILITIES		SCORE
7 Plenty of free parking		14
Plenty of metered parking		10
Near parking lot		7
In congested parking area		3
Parking prohibited		0
8 Wide sidewalk		2
Congested sidewalk		0
9 Convenient service court for shipping and service	Yes:	5
	No:	0
10 Adequate storage space for stock	Yes:	7
	No:	0
11 Good plumbing and washroom	Yes:	1
	No:	0
12 Will electric sign and other external identification be effective?	Yes:	1
	No:	0

CONSTRUCTION		
13 Does store have modern glass front?	Yes:	5
	No:	0
14 Is building air conditioned?	Yes:	3
	No:	0

LOCATION	SCORE
1 On main street in best shopping block	15
On main street, but over two blocks from best shopping block	10
On main street completely out of shopping district	5
On cross street within ½ block of best shopping block	10
One block off main street opposite best block	7
Suburban shopping center	10
Secondary suburban shopping area	3
All other	0
2 On busiest side of street	5
On lean side of street	3
If both sides of street are equal	5
3 On wide two-way street	5
On congested two-way street	3
On one-way street	0
On dead end street	0
4 In area with competing or complementing outlets	7
Pioneering in new area	0
5 Near post office, court house, city hall or other traffic generating public center	5
Distant from the above	0
6 Near large department store, supermarket or chain store	5
None of the above in the neighborhood	0

		SCORE
15 Is building fireproof?	Yes:	5
	No:	0
16 Are roof, windows, etc., weatherproof?	Yes:	2
	No:	0
17 Is interior modern, attractive, clean?	Yes:	2
	No:	0
18 Is lighting modern and adequate?	Yes:	1
	No:	0

COST		
19 Is rent less than 3% of estimated gross sales?	Yes:	5
	No:	0

OCCUPANCY		
20 Has building been empty over six months	Yes:	0
	No:	5

TOTAL SCORE:

DIRECTIONS:

Circle one score in each numbered section.
Add the twenty circled scores to get the total.
A perfect store would score 100.

saturated, hole up in your room and fill in the score sheet. If there are still some blank spots, get the answers the next day before you leave.

After you have completed your safari, total the scores for each city.

It's hard to over emphasize advantages of moving in on a "sleeper," community about to explode into robust life. For each thousand new factory jobs several thousand potential customers are created. The new industry starts a chain reaction of smaller service activities for itself and its employees.

Some evidences of awakening "sleeper" communities include new factories, widespread remodeling of stores, new schools, new municipal buildings, new homes and new highways. In at least one of the offices you visit you will find a subscriber to the Dodge Reports. These will tell you everything about local construction.

New homes are especially favorable omens, since the customers usually are also new, with no buying tradition prejudicing them in favor of the old-line stores.

Although the score sheet is only an approximate yardstick we suggest rejecting those communities with a score of less than 60. Unless there is an outstanding and recognized appliance store that does most of the town's business, you will be safe in selecting any of the top ten percent. Of these top few, select the one you like best, go to the distributor of the number one line you want, show him your analysis, and, all things being equal, you'll walk out with a franchise.

Having selected your city, the only thing that stands between you and your first million (besides a lot of hard work) is finding the best spot in the city for your store.

Location for Your New Store

tion. Many factors interact to make locations convenient and attractive to customers.

Chose your site by compiling score sheets like the one above. When you're finished, you should have a "good location" map of the town you've chosen, something like the one shown above.

Make a sheet for all possible rentals and imaginary stores on available sites. Don't insist on a 100 percent location in the middle of the main stem, but don't stray too far—just far enough up or down the street to ease the parking problem. If you are on the main street three or four blocks from the hub, the shoppers will at least see your place on the way in—which they would if it is on a back or cross street. Many an attractive store has folded quickly simply because they were on back streets. Customers simply won't go exploring to find you.

Don't hesitate because another appliance dealer is a few doors away. Moderate competition is good. Two rival stores will generate more business side by side than at opposite ends of town; hence the "automobile row" in most cities. Follow the good neighbor policy. Supermarkets, the post office, etc., generate traffic—so do competitors.

That suburban shopping center may be the best location in town, but look before you leap. Many shopping centers have been disappointments to most everyone but their promoters. Their patronage is often below expectations; too many people still like to go to town. The independent merchant is at a particular disadvantage because the promoter will entice the big name attraction to his shopping center by conceding a preferred location, exclusive privileges, low fixed rental or a cut-rate like 1.5 percent of sales. The small leaseholder is then asked a 15 percent rental for a mediocre location.

The shopping center can be a promising possibility, but watch the score. Your best bet may be across the street from the shopping center, or it may still be back in town.

Then, too, there is more to the story than location. Don't handicap yourself with cramped quarters. Growing pains can become a pain in the neck if you have to pull up roots and lure your customers to a brand new location.

Accessibility is important, almost as much as size. A parking problem drives customers away like a quarantine sign. And remember your own trucking requirements, rear access for service, receiving and delivery.

Almost all deficiencies except size, location and accessibility can be remedied. A modernization program can add 10 or 15 points to the score of a building that needs face-lifting.

It's a rare landlord, however, who will touch anything but the outside walls, roof and store-front.

As for scores and the score sheet, we wouldn't recommend any location that scores below 60. In fact, the closer you get to 60, the harder you'll find the going.

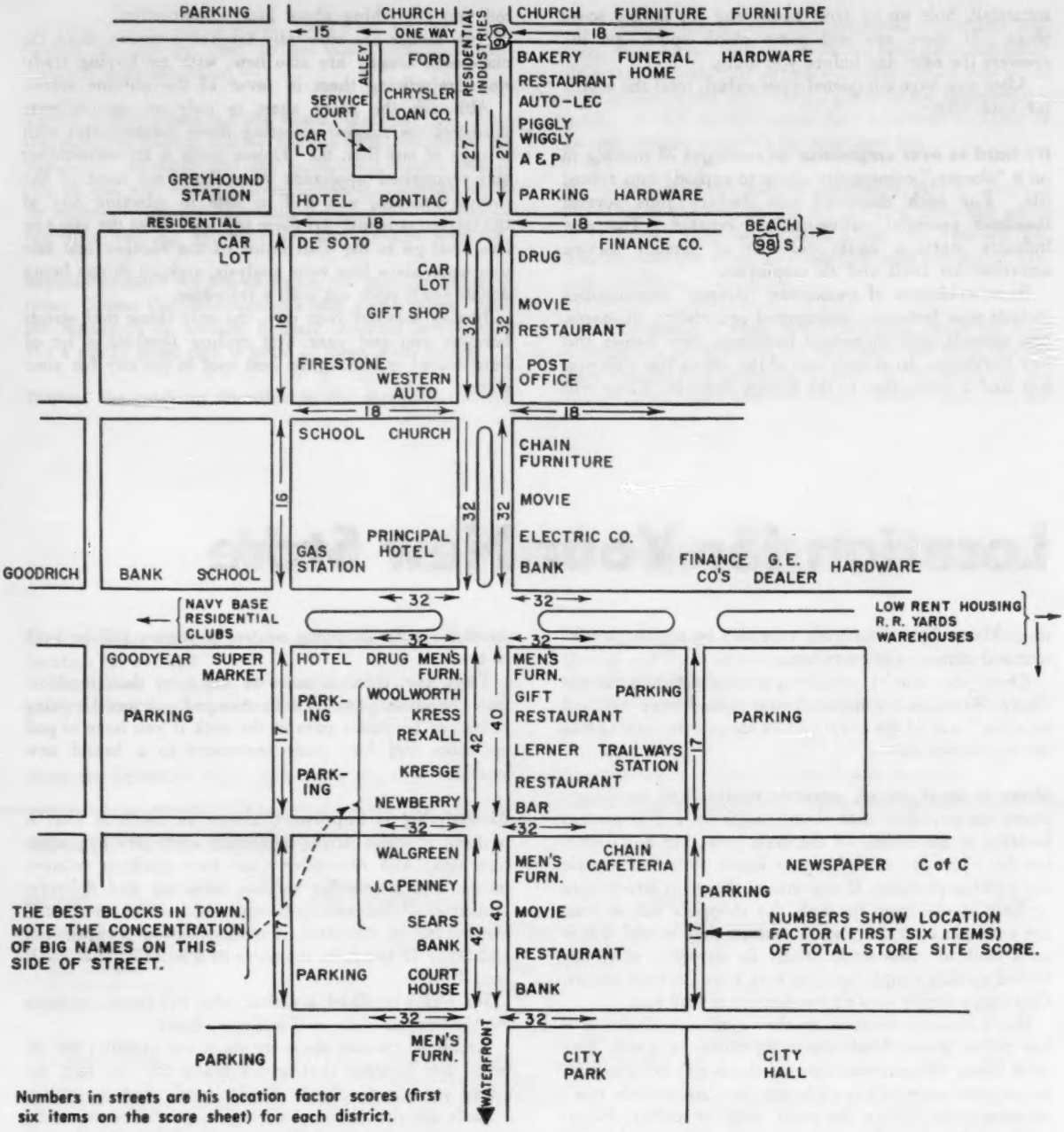
Let's say you've found a town in a mild boom, and a store with an 85 percent location and GE, Zenith, Admiral and RCA have granted you franchises. What's left to do? Tell the manufacturer to start shipping, buy a cash-register, hang out a "Grand Opening" sign and wait for the cash to start rolling in?

There's one more major problem, unfortunately: making the place look like an appliance store—and the kind of store that will help you sell your merchandise.

Look at your store as if you were a competitor and eye it critically. Is it well-arranged? Is the paint peeling? Are there not enough signs?

If you've answered yes to any of these questions, your storeroom needs attention.

Before you make any changes, look at the over-all

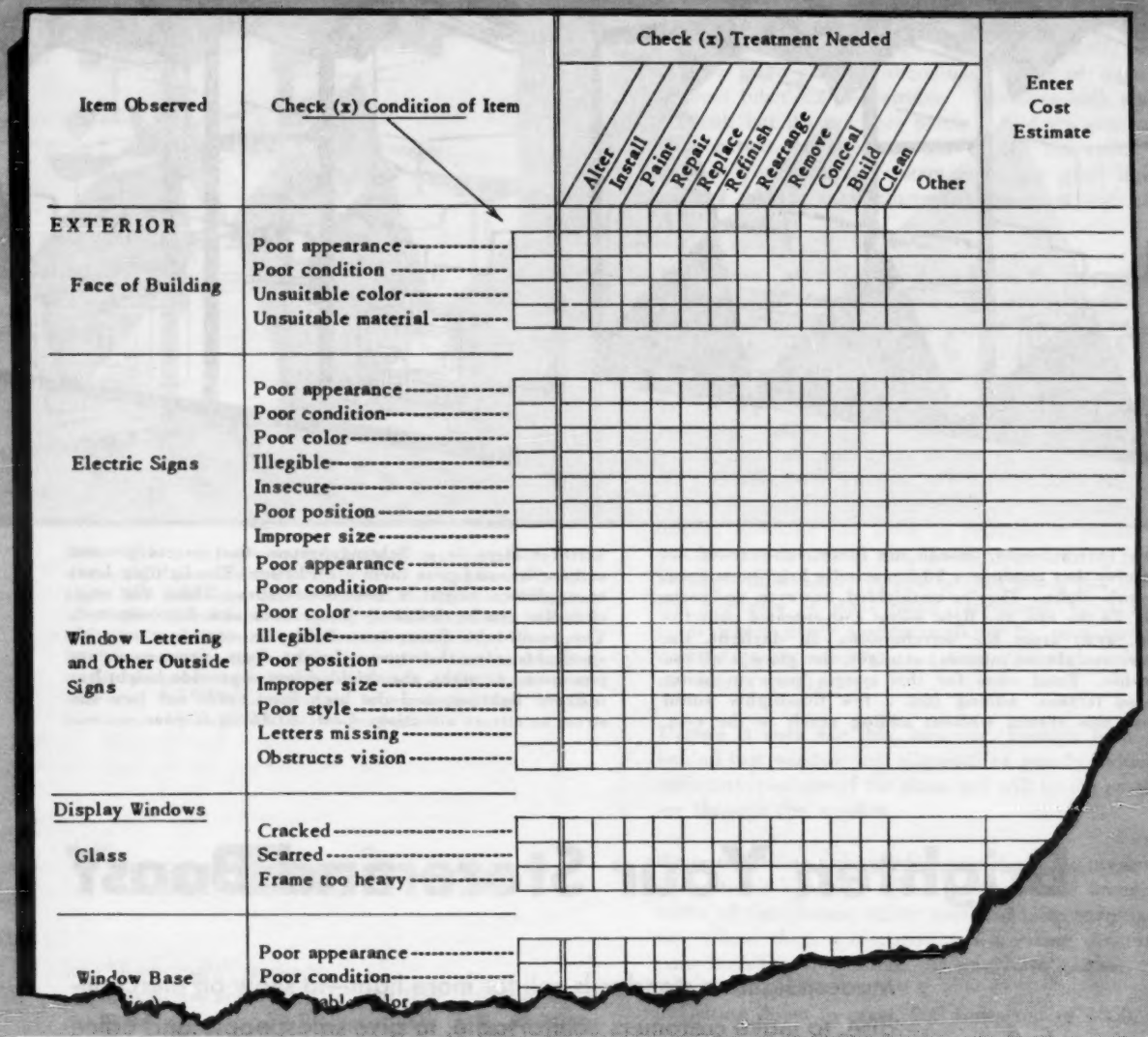


LOCATION FACTOR ANALYSIS (first six items in store site analysis) shows large volume areas of a typical city.

picture. Be sure that any changes you do make will blend in with the store's make-up or with future alterations. Also be sure that exterior changes harmonize, at least in a general way, with the physical make-up of nearby stores—particularly if you're in a shopping center. Let the public feel you belong there.

Changes take cash, of course. If you have none, you might try financing your modernization in one of three ways: 1) Try the property owner, 2) Ask a bank for a loan, 3) Request aid from the Small Business Administration. In any of the three instances, if you can present a well-thought out plan, your chances will be that much better.

If you already have a good location and are thinking of modernizing, the opposite page will help you. The next two pages may solve your lighting problems.



How to decide if your present store is worth modernizing

• If you're interested in modernizing your store, you would do well to send for the Small Business Administration booklet no. 54, part of which is illustrated above. It's one of a series of Small Marketers Aids pamphlets available from the SBA, Washington 25, D. C.

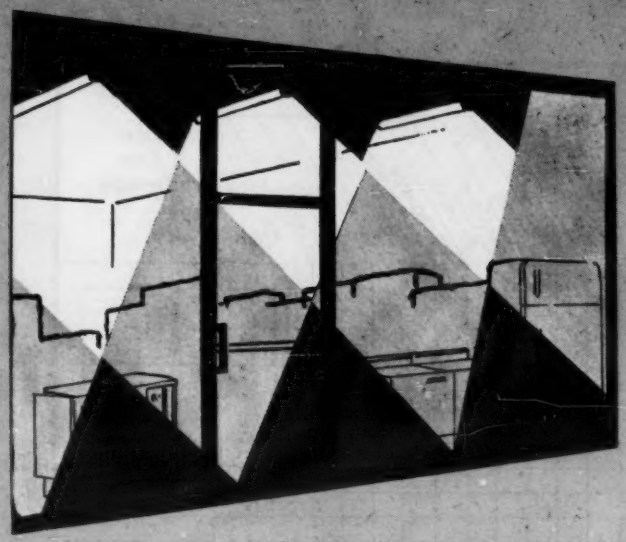
The booklet in question discusses the pitfalls of modernization, and covers the whys and hows of store alterations. It may enable you to save money by showing you how to be your own contractor.

Also included is a six page checklist that covers almost every conceivable item that might be included in a modernization program:

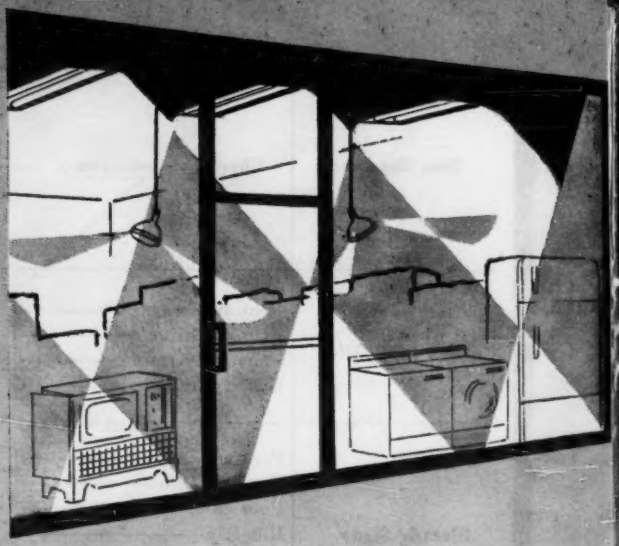
EXTERIOR OF BUILDING • face of building, electric signs, window lettering and other outside signs, windows, window base, glass, window platform, side walls, ceiling and rear partition, lighting, display windows, ventilation, awnings, doors, steps, sidewalks, loading and unloading facilities and parking space.

INTERIOR • floors, walls and ceilings, structural obstacles, electric wiring, piping (gas), plumbing, toilet rooms, wash basins, sinks and toilet bowls, lighting fixtures and departmental signs, shelves and wall cases, counters, open display equipment, glass show cases, heating and heating equipment, air conditioning, fans, transoms, cash registers, water coolers, burglar alarms, incinerators and garbage cans, fire extinguishers and other fire equipment.

Under each category, space is provided to note if the item looks bad, is out of order, is obsolete, inefficient, ineffective or has various other defects. Space is also provided to check treatment needed (paint, repair, conceal, clean, alter, etc.) The booklet also leaves a column for your cost estimation.



GOOD • This a bright, though not fancy, ten-year-old set of fixtures that produce a 50-foot-candle brightness from single-tube lights. They're unshielded, however, and seem harsh. To the eye, the light seems concentrated near the ceiling, away from the merchandise. In daylight, the windows are almost mirrors; at night, the glare is all too noticeable. Total costs for this system come to about $0.31/sq ft/year. Adding just a few floodlights would improve this system without adding much to the cost.



BETTER • Here is a lighting system that meets present standards—and goes them a bit better. The lighting level at appliance height is 100-foot-candles. Thus, the merchandise can be definitely better seen and demonstrated. The multi-tube fluorescent lights, in combination with spotlights, give the store a bright, busy, prosperous appearance. At night, the shielded lamps provide bright but diffused lighting, and the high level spills out into the street to attract attention. Cost: $1.16/sq ft/year.

Brighten Your Store and Boost

Modern lighting standards call for more light—to show off merchandise, to make customers comfortable, to give salespeople and office workers pleasant working conditions, to attract more traffic, and, of course, to produce more sales for your store.

YOU CAN SELL MORE merchandise under modern lighting. In fact, you can sell enough more to not only pay for the installation of the lights and the additional electricity, but to add to your profit.

This is why:

1. A bright and live-looking store always gets more traffic than a dead and dinghy one.

2. Shoppers stay longer when they don't have to strain their eyes to examine the merchandise.

3. Employees get an added boost; are more enthusiastic.

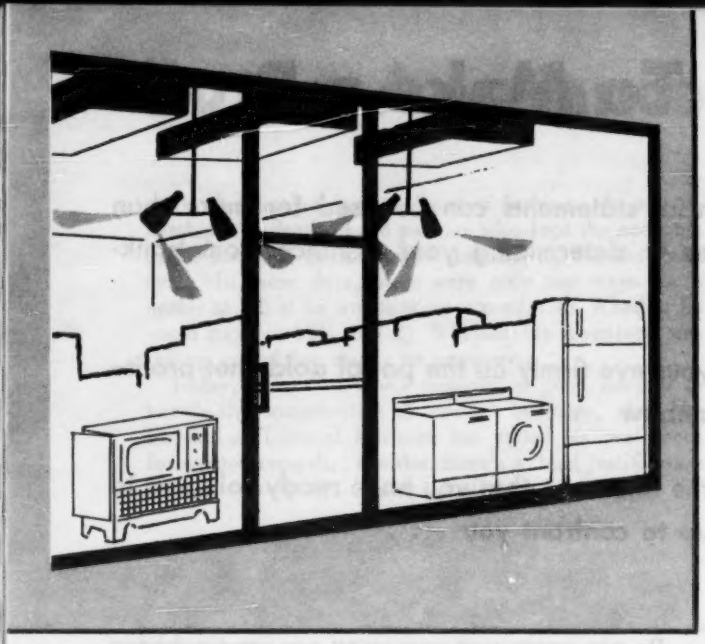
4. The merchandise is revealed in its full glory; features and finishes start selling themselves—simply because they're better seen.

The cost of new lights is a hard fact. Benefits are a little harder to pin down, but they're there.

Better lighting has passed out of the primitive "stick a lamp here and stick a lamp there" stage. Through the efforts of lamp manufacturers, fixture people and utilities, lighting has become a science, full of terms like foot-candles and photocells.

They also found relighted stores claiming sales increases as high as 40 percent, which is pretty startling. It is so startling that the custom seems to be to credit lighting with a mere 10 percent sales gain, even though many retailers report increases of 19 t 40 percent.

The first test is simple of anybody's lighting design. The measuring device is the same basic instrument used to measure sunlight by photographers, but it's calibrated



BEST • This is the newest, brightest system in general use, where light reaches the 200 ft-c level at appliance height. Light like this can compete with all but the very brightest of window reflections. Properly-handled systems like this one give a definite impression of prosperity. At night, 20 ft-c are more impressive than in the day and attract traffic from extraordinary distances. Cost per year: $2.07/sq ft. This installation is expensive but it may increase sales as much as 40 percent.

Your Business

into "foot-candle" readings.

Foot-candles are simply units of light. In most stores, the average is under 50 ft-c per square foot—sometimes well under this level. Today, lighting authorities recommend at least 70 ft.-c for stores such as yours.

When you're measuring your store, be sure to use a light meter. Eyes "lie." Or, rather, they adjust themselves. Over a period of time, the eye adapts to dim light and can see fairly well. This means that you can see what's going on, but your customer, who just came in from the midday sun, may not even see you very well, let alone the beautfully-matched wood grain on the TV set you're trying to sell her.

After you have a foot-candle reading, test the variety of light—both type and intensity. To remain interesting, an area should present bright spots and brighter spots. The "specials" on your floor, or the high-end items, or both, deserve, and will benefit from, a little extra light, generally furnished by a spotlight. The same goes for your radio display, traffic appliances, your model kitchen, and any demonstration areas you have.

How much more light do these areas need? Well, they're best off with double the general level. Much more than this is disturbing; much less is not effective. So, this second test can be accomplished with a light meter too.

A light source can draw attention to itself, and it can be glaring, even obnoxious. None of these by-product functions is desirable. The bare bulb may be efficient, but it's not very pretty. And it's even worse from across the street or out on the sidewalk. The goal of your lighting system is to get good lighting without making the fixtures the dominant star of the relighted store.

Most stores need lights all the time the store is open. Turning off your lights when the sun is shining is a false economy, since you're paying for your fixtures whether they're lit or not. In fact, it is quite likely that you need bright lights more when the sun is shining than at night, and this should be considered when you plan your system.

Why turn on the lights in the middle of the day? Let's assume your windows are big and look right onto your sales floor. (If your windows are small, or are display windows like those in department stores, then you know you have to turn the lights on during the day because you wouldn't be able to read this if you didn't.) Big expanses of glass mean reflections, often to the point where every woman walking by uses your big traffic-stopping window as a mirror and doesn't even see what's on display.

There's a cure for this, however. Enough light from behind that window will eliminate or greatly reduce the reflecting qualities of the glass, and will let the passer-by see through the window.

Go to a lighting expert when you decide to modernize your store's lighting. These can be found among the ranks of electricians, utility men and lamp manufacturers. Show them a blueprint and a wiring diagram of your building, if possible. If you have neither, make up a detailed floor plan.

Getting down to cases, 999 times out of 1000, your best bet is fluorescent lighting. Furthermore, it is "heavily-loaded" or "grooved" fluorescent lighting. This development makes it possible to pack more light into the same space.

There are four practical colors to choose from: 1) cool white, which presents appliances in their proper hue, but makes humans look a little ghostly, 2) deluxe cool white, which is only slightly warmer (or pinker), 3) warm white, which makes for handsome customers and salespeople and has a light value something like that of incandescent lighting, and 4) deluxe warm white, which is fine for romantic settings, or if you want to make white goods look pink.

This choice is entirely up to you. Don't judge from a single bulb—find a test room somewhere. And then get other opinions too.

When relighting your store, don't forget to spotlight important areas. Also, don't forget your office employees. They'll do better if they can see better.

Last, remember that better lighting is so cheap that if your store can stand any improvement at all, you might be happily surprised by the returns you will get.

Here's How To Make a Profit

- **Realize that financial statements can be used for more than merely figuring taxes or determining your distance from bankruptcy . . .**

- **Manage to keep your eye firmly on the pot of gold—net profit—at the end of the rainbow . . .**

- **Try to anticipate the future, so that you have ready solutions to problems that rush up to confront you . . .**

A Little Bit of Bookkeeping Will Produce These Benefits For You:

- **Show you if you're making a profit NOW.**
- **Give you an idea of how you compare with trade averages of profit and expense.**
- **Reveal those minor over-expenditures, which, added up, dissipate profit.**
- **Tell you how much more business you'll have to do to make a profit and pay for remodeling the store.**
- **Inform you how you can make more profit by cutting price tags.**
- **Help you figure your new break-even point if you sign a lease that ties rent to total sales.**
- **Let you increase salesmen's commission in a way that won't eat up your profit.**
- **Show you how to cut your heating and lighting bills without noticeable sacrifices.**
- **Tell you how you can use last year's figures to plan a more profitable new year.**
- **Lay open the process by which you can make a fair estimate of your next year's sales totals.**
- **Point out the figure at which you get out of red ink and into black.**
- **Reveal what kinds of costs are best suited to reducing and what kinds are hardest to cut.**
- **Show you how you can keep tabs on your self by constantly checking your budget with actual figures.**

DO YOU KNOW JUST HOW MUCH you pay for delivery costs? Do you know if you're above or below average in total operating costs? Do you know if you're doing better this year?

The answer to these questions often mean the difference between volume business and volume loss.

When you fail to analyze your expenditures, you're playing fast and loose with your profit. And, with profit these days hovering around 3 or 4 percent, even a slightly relaxed grip on costs can make profits wither and disappear.

The road to cost control has another name: record keeping.

Some dealers seem to have every reason to be making a profit—their sales are high, they're committing no obvious management sins. Yet somewhere between the time a customer plunks down the cash and the time the auditor totals up the store's yearly business, the profit has mysteriously slipped away.

Where does profit go in a modern store, with capable help, good merchandise, good location and a good reputation?

More than likely, such a dealer is the victim of a subtle imbalance between gross profit and cost—an imbalance he could probably correct, if he knew it existed.

The trouble is he doesn't know. He's vaguely aware that he must pay both the cost of the merchandise and the cost of operation out of his margin. But only rarely does he know the make-up of that nebulous term: cost of operation.

Because of the complexities of modern business, letting things "take care of themselves" usually isn't successful anymore.

Profit vanishes because expenses are sometimes just a little higher than the dealer thinks they are.

Time was when few small businesses bothered with even the simplest sort of formal bookkeeping. Credit was given on an "IOU" basis and many a dealer kept all the necessary financial information in his head—and was rather proud of it.

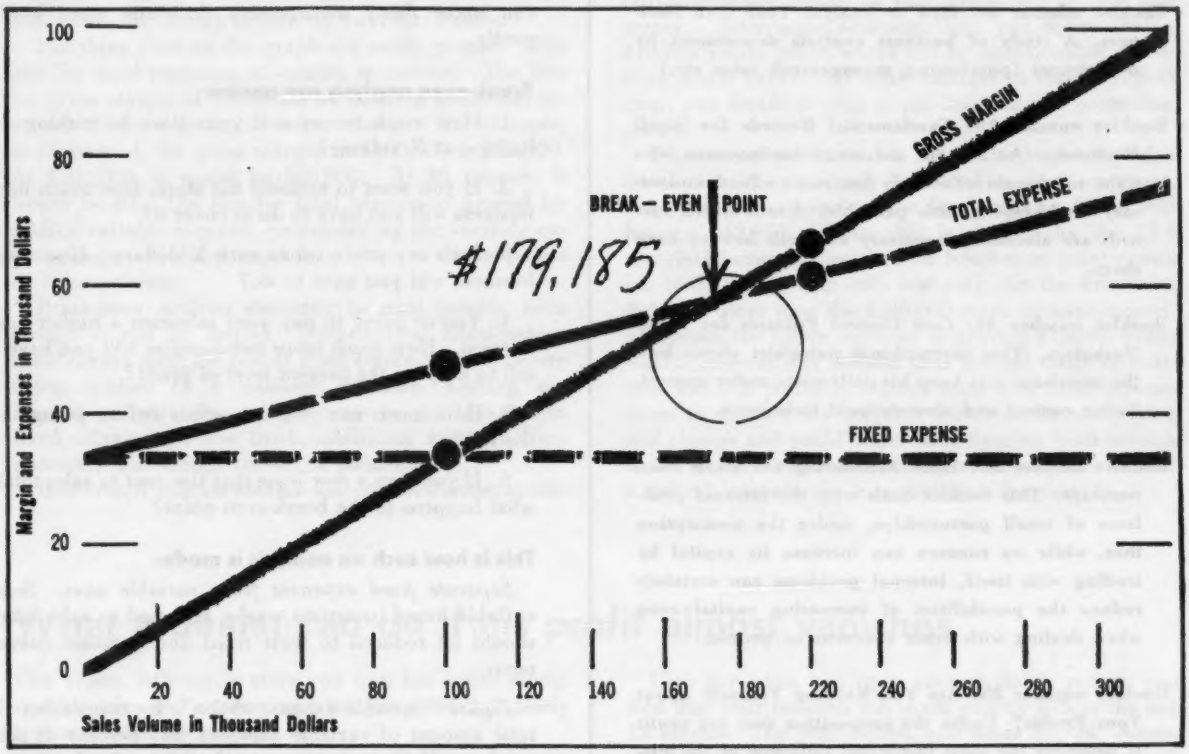
In the Appliance Business

Slowly, that habit passed out of fashion. In a partnership, the death of the partner who kept the accounts in his memory usually meant bankruptcy for the business. In those days, there were only two ways for a dealer to tell if he was making a profit: 1) Whether he could pay his bills and 2) Whether his inventory was falling, remaining steady or increasing.

Today, almost no one's memory is good enough to handle the complexities of modern business. And the Bureau of Internal Revenue has stated its preference for written records. Besides, there's a third justification for record keeping—it plugs profit leaks.

Without too much more bookkeeping effort than you're now making, you can tell if your merchandise is marked either too high or too low; or whether you can afford to pay as much commission as you're paying; of if you can do enough additional business to rent that empty store-room next door.

You can restore missing profit by using a modern, simple and practically effortless record-keeping system. Not only that, by using such a system, you'll be able to keep a constant check on every important aspect of your business.



BREAK-EVEN POINT (circled) marks the end of losses and the beginning of profit for this store

Here's how you can tell if you're making a profit NOW

How was business last week? How much money did your store make or lose? Vague answers to these questions may lead to unexpected red ink at end of year.

Why do so many dealers fail to make a decent profit? Surprisingly enough, the reason often is that the dealer is not profit-minded.

That doesn't mean he's not interested in making a profit—it means that he too often is primarily concerned with other aspects of his business, those which he thinks automatically assure a profit.

Many dealers are sales-minded, for example. If the sales figure is high enough, they say, the profit will take care of itself.

Others are price-minded. If the prices are low enough,

Further Information Is Available From the SBA, Washington, D. C.

Under the auspices of the Small Business Administration, the United States Government publishes a number of pamphlets dealing with business analysis through bookkeeping.

The following booklets are available from the SBA, Washington 25, D. C.

- **Booklet number 50: Break-Even Point Studies for Small Marketers. A case-study of a dealer who turned to break-even analysis when he found his profits dropping.**

- **Bulletin number 8: Operating Costs and Ratios (with bibliography). Another case study on how to figure net profit from operating cost ratios.**

- **Booklet number 46: How to Analyze Your Own Business. A study of business analysis department by department (purchasing, management, sales, etc.)**

- **Booklet number 19: Fundamental Records for Small Marketers. An aid for the many businessmen who want to operate effectively but can't afford unnecessary bookkeeping, this pamphlet details which records are absolutely necessary and tells how to keep them.**

- **Booklet number 34: Cost Control Pointers for Small Marketers. This instructional pamphlet shows how the merchant best keep his daily costs under control, listing control and observational techniques.**

- **Booklet number 29: Basic Accounting for Small Partnerships. This booklet deals with the internal problems of small partnerships, under the assumption that, while no concern can increase its capital by trading with itself, internal problems can certainly reduce the possibilities of increasing capital even when dealing with other concerns or people.**

- **Booklet number 25: Are You Kidding Yourself About Your Profits? Under the proposition that net profit is probably the most important indicator of the success of a business, this booklet lists four steps necessary to measure that indicator: 1) The Existence of a Profit, 2) The Sufficiency of the Profit, 3) The Profit Mix, 4) The Profit Trend.**

- **Bulletin number 15: Recordkeeping Systems for Small Stores and Service Trade. This publication contains a list and brief description of recordkeeping systems which can be used by operators of small retail establishments who have little or no experience or training in bookkeeping or accounting. The systems it lists can be kept by the owner himself or by any employee with ordinary clerical ability.**

they say, the volume will be high—and the profit, of course, will take care of itself.

Still others are service-minded. A happy customer is the best advertising in the world, they claim. And everyone knows good advertising means a high level of sales—and with high sales, the profit, naturally, will take care of itself.

Any dealer who commits himself to one of these doctrines and ignores all of the many other possibilities is wearing very unprofitable blinders. The main trouble with a dealer who devotes himself primarily to the sales total, or to keeping prices low or to giving good service is that he's using his particular pet facet of business to guess at this profit.

He doesn't have to guess. He can know, as each week draws to a close, if he's ahead of the game or behind it.

"Break-even analysis" is the secret of knowing—not guessing.

By analyzing the relationship between variable costs and gross profit at given volumes of business, a dealer can make many management decisions more intelligently.

Break-even analysis can answer:

1. How much money will your store be making—or losing—at X volume?

2. If you want to remodel the store, how much more business will you have to do to cover it?

3. Let's say you want to earn X dollars. How much business will you have to do?

4. You're going to pay your salesmen a higher commission. How much more merchandise will you have to sell to keep up the present level of profit?

5. How much can you cut prices before going into the red?

6. If you sign a new lease that ties rent to sales totals, what happens to the break-even point?

This is how such an analysis is made:

Separate fixed expenses from variable ones. Semi-variable items (overtime wages, rent tied to sales total) should be reduced to their fixed and variable components.

Figure "variable expense ration", by translating the total amount of variable expenses into percent of sales volume. This can be done on the basis of either actual or budgeted data.

Decide on gross margin ratio, the difference between cost of merchandise and selling price.

Calculate marginal income ratio, by subtracting the variable expense ratio from the gross margin ratio. This is the proportion of sales volume that is available to the dealer to cover his fixed expenses and net profit.

Figure the break-even point by dividing the marginal income ratio into the dollar amount of fixed expenses. The answer will be the sales volume your store must do to break even, figured by the week, month or year.

The best way to use this break-even analysis is to

put it into graphic form, showing the point at which gross margin and total expense gross—the break-even point—and how this gap increases as volume increases.

Lets say you own a medium-sized store in a small midwestern city and you work out exactly such a chart. (See the break-even point chart above.)

You could figure that, at a projected volume of $207,000, your variable expenses will total $30,260—or 14.6 percent. You think your gross margin will run about 33 percent.

Then, you should subtract the variable expense ratio (14.6 percent) from the gross margin (33 percent) and, arriving at the marginal income ratio—18.4 percent. This is the percent of sales volume covering fixed expenses and net profit.

The break-even point is figured as:

$$\frac{\$32{,}970 \text{ of fixed expense}}{.184 \text{ marginal income ratio}} = \$179{,}185$$

In other words, at that volume, the percent of income available to cover fixed costs and net profit will yield $32,970—just enough to pay for your fixed costs.

The three lines on the graph are easily plotted. The line for fixed expenses, of course, is content. The line for gross margin is calculated by figuring gross margin at two or more points of sales volume. For example, at 33 percent, the gross margin at $100,000 is $33,000. At $200,000, it would be $66,000. At $0 volume, it would be $0. The line for total expense is figured by adding variable expense—calculated by the variable expense ratio—to fixed expense, at two or more points of sales volume.

Break-even analysis shouldn't be used blindly, even though it can be helpful. Mathematical relationships must always meet the test of good common sense before being applied to a business situation. Cutting the margin or increasing sales volume so much that new fixed expenses (a new truck, additional salesmen) are necessary will change the entire picture.

However, if you use caution and common sense, break-even analysis can be a good guide in making a wide variety of business decisions.

Let's say you decide to expand by renting the storeroom next door. You'll face additional fixed expenses for the coming year (rent, heat and light) of $2,200. Therefore, your store will have a yearly total of fixed expenses of $35,170. With everything else remaining the same, the new break-even point—fixed expenses divided by marginal income ratio—will be $191,140.

Or, let's say your store decides to go out for a bigger share of the city's appliance business by doing some discounting and promotion. Perhaps you estimate your gross will fall by about 5 percent—to around 28 percent. With everything else remaining the same, the fixed expenses are divided by the smaller marginal income ratio and the new break-even point becomes $262,460.

Take a third example: You decide that your business should not only be breaking even, but paying you a fairly handsome return on your investment of time and money. After some soul-searching, you figure that a $10,000 yearly profit would not be unreasonable. Realizing you'll have to do more business to make $10,000 clear, you decide to stick to the discount and promotion policy.

When a net profit goal is set at the beginning of a fiscal year, it can simply be added to fixed expenses. For your store, therefore the fixed expense figure will become $42,970. When this is divided by the 13.4 marginal income ratio, the new break-even point comes out to $320,670. But only last year, for the first time, did your store pass the $200,000 mark in total income. Therefore, the figure required to provide $10,000 profit —$320,670—is way beyond your normal range of business and will probably require some new fixed expense items to support the volume—which means everything will change and you'd better start figuring from scratch again. This system works reliably when you have neither a radical increase nor a tremendous decrease.

What a dealer can do if his profit almost vanishes

FOR YEARS, let's say, a store you own has sailed along, making sales and conducting what you think is a fairly typical business operation.

So it is in 1960. The year before, the same business techniques resulted in a gross of over $180,000 and a net of over $5,000.

Of course, you never know exactly what your net profit is until you get your auditor's statement at the end of the year, but things have always managed to take care of themselves. Perhaps you admit you don't know much about conducting a business from an academic standpoint, but your success was sufficient evidence that you had been born with "a good head for business."

Besides, as you wait for your auditor's report this January of 1961, you can take considerable encouragement from an increase in your gross income of about $13,000 for the year that has just ended.

Let's say when you open your auditor's report, you find that your business has made exactly $75 in the last 12 months. The year before, you made $5,524. Astonished at the drop in net profit, you compare this year's figures with those of 1959. Deep in one of the dustiest drawers of the office files, you find a NARDA cost survey bulletin, which details typical dealer costs and profits.

According to the national survey, dealer profits had slipped from 3.4 percent to 1.2 percent from 1959 to 1960. But this offers little comfort, because the profit at your store has fallen from 2.99 percent to 0.04 percent during the same period. Your store has suddenly and unexpectedly become a non-profit organization.

Turn the page to find out how your store can use a three-step program to reverse the trend toward red ink . . .

Item	Operating Results				"Typical" Dealer Results		Difference Actual and Typical
	Actual Amount		% of sales				
	yr. before last (1)	last year (2)	yr. before last (3)	last year (4)	% of sales (5)	Amount at University Volume (6)	(+ = unfavorable difference) (7)
1. Net sales for year	$184,760	$197,240	100.00	100.00	100.00	$197.240	...
2. Cost of goods sold	122,501	131,944	66.30	66.90	67.7	133,531	1,587
3. Gross margin (#1-#2)	62,259	65,296	33.70	33.10	32.3	63,709	1,587 −
4. Operating expenses, total	56,735	65,221	30.71	33.06	31.1	61,342	3,879+
A. Administrative, total	40,833	47,238	22.10	23.94	22.1	43,591	3,647+
(a) Owner's salary	7,500	7,500	4.06	3.80	3.7	7,298	202+
(b) Office salaries	3,363	3,826	1.82	1.94	2.4	4,734	908 −
(f) Employer's share (S. S. & U. C.)	702	772	0.38	0.39	0.4	789	20 −
(c) Salesmen's compensation	9,940	12,364	5.38	6.27	6.0	11,834	533+
(d) Servicemen's wages, expenses	11,014	12,637	5.96	6.40	5.5	10,848	1,789+
(e) Delivery, warehouse salaries	3,621	3,590	1.96	1.82	1.2	2,367	1,223+
(k) Vehicle maintenance	1,330	1,795	0.72	0.91	0.9	1,775	20+
(t) Vehicle depreciation	702	702	0.38	0.36	0.4	789	87 −
(m) Office, store supplies	462	927	0.25	0.47	0.4	789	138+
(n) Credit, trade information	37	48	0.02	0.02	0.05	99	51 −
(o) Collection costs	74	79	0.04	0.04	0.05	99	20 −
(p) Miscellaneous admin. expense	2,088	2,998	1.13	1.52	1.1	2,170	828+
B. Occupancy expense, total	4,764	5,179	2.58	2.63	2.6	5,128	51+
(g) Light and heat	942	1,244	0.51	0.63	0.5	986	258+
(h) Janitor service	222	335	0.12	0.17	0.1	197	138+
(i) Rent	3,600	3,600	1.95	1.83	1.4	2,762	838+
(j) Property taxes on real estate	...	...	...	...	0.5	986	986 −
(s) Building depreciation	...	...	...	...	0.1	197	197 −
C.(l) Advertising expense	4,305	5,448	2.33	2.76	2.6	5,128	320+
D.(w) Bad debt losses	591	927	0.32	0.47	0.4	789	138+
E. All other expenses, total	6,242	6,429	3.38	3.26	3.4	6,706	277 −
(q) Taxes, except on property, income.	996	982	0.54	0.50	0.4	789	193+
(x) Interest	1,127	1,250	0.61	0.63	0.5	986	264+
(u) Shop equipment depreciation	351	351	0.19	0.18	0.3	592	241 −
(v) Trade-in losses	905	1,013	0.49	0.51	0.5	986	27+
(r) Miscellaneous other expense	2,863	2,833	1.55	1.44	1.7	3,353	520 −
5. Net operating profit (#3-#4)	5,524	75	2.99	0.04	1.2	2,367	2,292+

1. ANALYZE **What you'd do if you owned this store. Probably, if you compared two year's cost figures and you'd find you spent your profit before you could bank it. To make a profit next year, you have to . . .**

How You Can Use This

As the owner of this mythical store you put the three sets of figures (your financial statements from 1959 and 1960 and the national averages, as determined by NARDA) into chart form. (See ANALYZE chart).

Let's say the chart revealed at least five major areas where your store looked bad when compared with trade averages:

1. Salesmen's pay. This item had increased from 5.38 percent to 6.27 percent—and was now above the average of 6.0 percent of gross income. When you consider that you did some selling yourself and none of your salary was charged to selling expense, the comparison was even more unfavorable.

At your store, the two salesmen got a base pay of $75/ week. On top of this, they got a straight 5 percent on all sales. And on top of that total, you frequently gave spiffs and bonuses.

• *The problem:* How can your store get more for its money from its salesmen—and keep them happy at the same time?

• *The solution:* First, the commission plan should be changed so that commissions are figured on a monthly—not a weekly-basis. This immediately reduces the payment of "unearned" guarantees in slow weeks. Second, make commission rates flexible. For selling a lost leader, the salesman might get 3 percent. For selling a medium-profit item, he would get 5 percent. And for selling a high-profit item, he would be paid 7 percent. Thus, addi-

ITEM	Nature of Cost Behavior	Amount for Fixed Expenses	Variable Expenses: Goal Ratios	Variable Expenses: Amount	Budget
1. Net sales for year			100%	$207,000	$207,000
2. Cost of goods sold			67%		138,690
3. Gross margin (#1 — #2)			33		68,310
4. Operating expenses, total					63,230
A. Administrative, total					45,630
(a) Owner's salary	F	7,500			7,500
(b) Office salaries	SV		1.90	3,933	3,930
(f) Employer's share (S.S. & U.C.)	SV		0.38	787	790
(c) Salesmen's compensation	V		5.5	11,385	11,390
(d) Servicemen's wages, expenses	SV		6.0	12,420	12,420
(e) Delivery, warehouse salaries	F	3,590			3,600
(k) Vehicle maintenance	V		0.9	1,863	1,870
(t) Vehicle depreciation	F	702			700
(m) Office, store supplies	SV		0.4	828	830
(n) Credit, trade information	V		0.02	42	40
(o) Collection costs	V		0.04	84	80
(p) Miscellaneous admin. expense	SV		1.2	2,484	2,480
B. Occupancy expense, total					4,940
(g) Light and heat	F	1,000			1,000
(h) Janitor service	F	335			340
(i) Rent	F	3,600			3,600
C. (l) Advertising expense	V		2.5	5,175	5,180
D. (w) Bad debt losses	V		0.47	972	970
E. All other expenses total					6,510
(q) Taxes, except on property income	F	982			980
(x) Interest	V		0.6	1,242	1,240
(u) Shop equipment depreciation	F	351			350
(v) Trade-in losses	V		0.5	1,035	1,040
(r) Miscellaneous other expense	SV		1.4	2,898	2,900
5. Net operating profit (#3 — #4)					5,080

	University 2 Year Average	Similar Stores*	Planned Distribution
January	8.2%	7.5%	7.8%
February	7.4	7.1	7.2
March	7.6	8.1	8.1
April	7.5	7.7	7.6
May	8.1	8.0	8.0
June	7.6	7.6	7.7
July	7.9	8.2	8.1
August	8.2	8.0	8.0
September	8.3	8.2	8.2
October	8.8	8.9	8.9
November	8.3	8.6	8.4
December	12.1	11.9	12.0

2. PROJECT **Carefully estimating your 1961 gross income, figure how much would be available for expenses and how much your store can make. You should also figure what percent of your year's sales you do every month, following the example above, right.**

3-Step Program To Regain Profits

tional commission is paid not out of normal gross income, but out of high-profit gross income.

2. Servicemen's wages. Not only have servicemen's wages increased by about $1,600 during the year, but they also are $1,800 above trade average. This is even more disturbing because there have been no wage increases during the year and the volume of service work has not increased significantly. Perhaps the villain in this case is overtime. And, at time-and-a-half for overtime, there are grounds for suspecting that servicemen are leisurely stretching their work day into the evening hours.

• *The problem:* How can your store reduce overtime wage payments?

• *The solution:* First, on customer requests for service, determine the actual urgency of the situation.

Second, a daily report should be given to servicemen. They should fill out blanks indicating when they leave the shop on home calls and what the truck mileage is before the trip.

Third, check with other dealers to decide when your servicemen are dawdling and when they are efficiently going about their business.

3. Miscellaneous administrative costs. This is the hardest item to investigate. Miscellaneous items are always miscellaneous. You might finally decide that the increase has come from expenses authorized by the office manager or servicemen or salesmen. If so, perhaps

ITEM	Nature of Item	January		February				March			
		Planned	Amount	Planned for Month	Actual for Month	Planned Cumulative	Actual Cumulative	Planned for Month	Actual for Month	Planned Cumulative	Actual Cumulative
1. Sales: Percent of Annual Sales:		7.8%		7.2%		15.0%		8.1%		23.1%	
Amount		$16,150		$14,900		$31,050		$16,770		$47,820	
2. Cost of Goods Sold		10,820		9,980		20,800		11,235		32,035	
3. Gross Margin —		5,330		4,920		10,250		5,535		15,785	
4. Operating expenses, total		5,057		4,785		9,842		5,183		15,025	
A. Administrative, total		3,624		3,419		7,043		3,723		10,766	
(a) Owners salary	F	625		625		1,250		625		1,875	
(b) Office salaries	SV	307		283		590		319		909	
(f) Employers' share (S.S. & U.C.)	SV	62		56		118		64		182	
(c) Salesmen's compensation	V	888		820		1,708		922		2,630	
(d) Servicemen's wages, expenses	SV	970		894		1,864		1,006		2,870	
(e) Delivery, warehouse salaries	F	300		300		600		300		900	
(k) Vehicle maintenance	V	145		134		279		151		430	
(t) Vehicle depreciation	F	59		59		118		59		177	
(m) Office, store supplies	V	65		60		125		67		192	
(n) Credit, trade information	V	3		3		6		3		9	
(o) Collection costs	V	6		6		12		6		18	
(p) Miscellaneous Admin. Expense	SV	194		179		373		201		574	
B. Occupancy expense, total		438		438		876		433		1,309	
(g) Light and heat	F	110		110		220		105		325	
(h) Janitor service	F	28		28		56		28		84	
(i) Rent	F	300		300		600		300		900	
C. (l) Advertising expense	V	404		373		777		420		1,197	
D. (w) Bad debt losses	V	76		70		146		78		224	
E. All other expenses, total		515		485		1,000		529		1,529	
(q) Taxes, except on property, income	F	82		82		164		82		246	
(x) Interest	V	97		90		187		100		287	
(u) Shop equipment depreciation	F	29		29		58		29		87	
(v) Trade-in losses	V	81		75		156		84		240	
(r) Miscellaneous other expense	SV	226		209		435		234		669	
5. Net operating profit (#3 — #4)		$ 273		$ 135		$ 408		$ 352		$ 760	

3. ALLOCATE

By reducing yearly costs to monthly figures, you will find you can easily compare actual expenses with your budget and make any adjustments necessary to insure a profit.

you should put this policy into effect: except in extreme emergencies, only you can authorize expenses.

4. Light and heat. This item had jumped substantially during the past year and was high in comparison with national averages. Only part of the jump could be explained by the unusually bad winter.

You should take the following steps to cut your electric and heating bills: First, shut off the window lights at 8:30 rather than 10:30 each night.

Second, cut the heat by two or three degrees during business hours.

Third, you should drastically reduce heat during the night, especially during the milder days of the winter.

5. Advertising. The advertising expense figure isn't bad when compared with the trade average, but it has increased by more than $1,000 over 1959, far too much in proportion to the increase in sales.

Since your store, by examining past records, has found its business was somewhat seasonal, you decide to plan an advertising program to take advantage of seasonal sales opportunities.

If followed to the letter, these steps will pull your store away from the brink of red ink and well into profitable territory. **The trick is simple: Analyze.**

It's often wrongly assumed that good expense management always means a reduction in costs. Actually, good management consists of spending expense money in the manner most likely to achieve a profit.

Of course, expenses can and should be cut when a dealer isn't getting—or doesn't need—what he's paying for. However, some types of expenses should be increased to provide services needed to attract and hold customers.

With a detailed budget, a dealer can constantly check to see if his management and the store's sales are living up to snuff.

This is one way to set up such a budget:

1. Estimate probable total business income for the coming year.

2. Set a net-profit goal.

3. Determine probable gross profit or margin.

4. Subtract projected net-profit from margin. The remainder can be used to pay the expense of operation.

5. Examine past records and make an item-by-item estimate of operating costs for the coming year.

6. Add up all items in the cost estimate and compare the total with the figure reached in step four. (Estimate of money available for business expenses.)

7. Cut cost estimates, if necessary, so that the total does not exceed the estimate arrived at in step four.

8. Break down this revised estimate of costs into monthly units.

Let's say your store decides to figure out such a detailed budget—and follow it—for the coming year.

The store may immediately run into a major snag: Just how can any dealer estimate his gross income for the coming year?

Like the weather, sales figures seem completely unpredictable. But, if all factors are weighed carefully, a dealer can predict a *probable* figure, just as a forecaster can safely and rightly say "Good chance of showers."

This is how to do it:

1. Examine recent sales trends. Last year, your store volume was up 6 percent from 1959. In the last few months, the rise was greater than in the first few months.

2. Find out how other dealers are doing. You should check with nearby appliance dealers and perhaps finding most of them did more business this year than last. Wholesalers, department store appliance departments and the Federal Reserve District bank probably reported similar increases.

3. Listen to industry predictions. Experts writing in the trade magazines say they expect business to remain about the same during the coming year and most manufacturers predict only moderate increases.

4. Check business conditions. The small town in which your store was located was in the midst of a mild boom.

5. Watch for new competitors. Perhaps there is no reason to suspect—either by way of rumor or acknowledged fact—that any new appliance dealers are thinking of setting up shop in your store's trading area.

6. Consider your own problems. The store isn't planning any big changes for the coming year—it plans to sell the same merchandise, in the same manner, in the same store. But, more attention will be given to profitable operation at existing volumes.

Weighing those factors as thoroughly as possible, you might figure that a 5 percent increase for the coming year is not unreasonable. You therefore set your sales goal at $207,000.

Next, you estimated probable gross profit, or margin. Two years ago, the store's gross margin had been 33.70 percent. By 1960, it had dropped to 33.10 percent. But you were confident you could maintain the present level, so 33 percent of the projected sales goal, or $68,310 was budgeted as the gross profit.

For 1961, you want to make a net profit of at least 2 percent of sales, or $4,140. This is rather optimistic, in view of the $75 profit of last year and the 1.2 percent trade average. It also means that operating costs have to be no more than 31 percent of total sales (33 percent gross profit minus 2 percent net profit.)

Therefore, you can figure you have $64,170 to spend operating your business in the coming year.

Next, the operating expense figures are broken into an item-by-item listing. These items are then classified into one of three categories: fixed expenses, variable expenses and semi-variable expenses—those costs which involved base rates plus commissions, service charges or overtime.

The fixed expenses are easiest to list and hardest to reduce. You can probably cut only one fixed expense, light and heat—from 1960.

Next, set a projection for each variable and semi-variable item. You should include in your new budget the steps which would correct last year's spending errors.

When the chart is complete, you can figure the total cost of business operation. According to your budget for the coming year, the total is $63,230—almost a thousand dollars under the maximum of $64,170 (figured with probable sales at $207,000).

If your expense estimate had been above $64,170, your store would have had either to cut expenses or to settle for a lower net profit. (See PROJECT chart).

A chart based on a year's business, while helpful, doesn't enable a dealer to quickly compare his budget with actual business conditions. The next step, therefore, is to break the yearly figures into monthly ones. Since many of the expenses depend on business volume and since your business is somewhat seasonal, dividing the expense estimate by 12 isn't enough. Instead, each item has to be estimated for the business expected on that month.

Therefore, your store has to determine how much of its annual business it does on each particular month. This is done by averaging the sales figures for each month of the last two years and by considering the number of business days in the month, compared to the figures for the last two years.

Your breakdown chart should probably be figured only for the first quarter of the year, for a start. There will be time enough to plan for the second quarter after you see if sales and expenses are following your plan.

The variable and semi-variable expenses are translated into monthly terms by taking them at the same percentage as sales during the month. The fixed expenses, however, are a bit more of a problem. Some fixed items—light and heat, for example—are higher on some months than on others. They should be divided in the way they occur, without regard to monthly sales percentages. Other fixed expenses, rent, for example, or salaries, should simply be divided by 12, with one part put in each month's column.

After several months, when actual expense figures are entered into the form, it will be possible to see just how well the firm is holding to its plan.

Chances are good almost any store can benefit from this way of making specific plans and setting specific goals for the future.

COLUMNS →	1	2	3	4	5	6	7	8
1	14	28	42	56	70	84	98	112
2	28	56	84	112	140	168	196	224
3	42	84	126	168	210	252	294	336
4	56	112	168	224	280	336	392	448
5	70	140	210	280	350	420	490	560
6	84	168	252	336	420	504	588	672
7	98	196	294	392	490	588	686	784
8	112	224	336	448	560	672	784	896
9	126	252	378	504	630	756	882	1008
Inches 10	140	280	420	560	700	840	980	1120
11	154	308	462	616	770	924	1078	1232
12	168	336	504	672	840	1008	1176	1344
13	182	364	546	728	910	1092	1274	1456
14	196	392	588	784	980	1176	1372	1568
15	210	420	630	840	1050	1260	1470	1680
16	224	448	672	896	1120	1344	1568	1792
17	238	476	714	952	1190	1428	1666	1904
18	252	504	756	1008	1260	1512	1764	2016
19	266	532	798	1064	1330	1596	1862	2128
20	280	560	840	1120	1400	1680	1960	2240
21	294	588	882	1176	1470	1764	2058	2352
22	308	616	924	1232	1540	1848	2156	2464

THIS CHART WILL SHOW YOU . . .

How to Convert Column Inches Of Ads Into Agate Lines

Sizes of newspaper advertisements are figured and measured two ways, by column inches and by agate lines. This chart helps you convert column inches to agate lines.

Basic information:

- There are 14 agate lines to one column inch.
- There are two common sizes of newspapers, standard and tabloid.
- A standard-size newspaper page is eight columns wide and approximately 22 inches deep. The most commonly-used depth is 300 lines.
- A full-page ad in a standard newspaper is 2400 lines. A half-page ad is 1200; one-third page 800 and a quarter page is 600 lines.
- Tabloid newspapers are five columns wide by approximately 16 inches deep, usually 200 lines. This gives a 1000-line full page size.
- A few tabloids use a 225-line column, and thus have a 1125-line full page size.

To use this chart with ads running more than a full page, simply compute the total lines used on each page and add them together to get the total used in the whole ad.

See How Your Sales Compare With Sales in Other U. S. Areas:

Here's an analysis of nine important appliances—air conditioners, dishwashers, dryers, water heaters, washers, ranges, television sets, refrigerators and freezers—broken down into monthly figures and into the five major U. S. market areas.

IT'S VERY POSSIBLE that your profit charts keeps in step with the zig-zag lines of the graphs on the following pages.

In graphic form, this is how Americans are buying appliances and when, area for area.

To make these graphs work for you, first locate your area in the following pages. Under each area heading, nine of the most important major appliances are examined.

After you've studied the monthly distribution of sales in your area, you'll have a better idea of customer demands for the coming year. You'll know, for example, if your store is in the East, that after June, you can cut your air conditioning orders almost down to nothing—unless, of course, you're in the midst of a heat wave.

If your store is in the South and you're thinking of adding another line, the following graphs will show you that water heaters should be most carefully considered.

By knowing statistically when people buy one particular item—air conditioners, for example—you can time your advertising to break just when your potential customers are beginning to think about buying.

There are some pitfalls in these figures and they should be pointed out: These figures are for 1960 only and the various climatic and financial eccentricities of that year should be taken into account. Also, the number of appliances sold per 1000 homes, while a revealing statistic in some respects, does not deal with how many thousands of homes per square mile there may be in any particular area. In other words, you might find an area where 600 out of every 1000 home-owners bought refrigerators last year, but, aside from the very favorable buying ratio, there are so few wired homes in the area that any appliance store would have trouble surviving.

This survey was compiled from figures supplied by utilities all over the country. These utilities, in turn, collected physical sales statistics from dealers in their areas. The number of wired homes surveyed is about 20 percent of the total of all wired homes in the United States. The figures on each graph represent the monthly percentage of each year's total sales.

In the nation, air conditioning was the most seasonal item, as might be expected. Its two peak months were June and July, when 20 percent and 17 percent of the year's air conditioner sales were made. Dishwashers and dryers tended to peak near the end of the year, as did water heaters and television sets. Two other items—ranges and washers—held steady throughout the year, while refrigerators and freezers experienced their best sales months during the summer.

In the East, the air conditioning season hit a little early—starting in March and running through June. The best months for dishwashers were September and Decembers. Dryers also did well during the last part of the year. Washers and ranges sold at an even rate during the year. Water heaters hit a peak of almost 14 percent in July. Television sets sold best during the fall, while refrigerators and freezers followed the national pattern, selling best in the summer.

In the Mid-West, the air conditioning season began in April and extended through August. Dishwasher and dryer sales were at their highest toward the end of the year; same with TV. Water heaters moved fastest in late spring and early summer, while refrigerators and freezers sold best in the middle of the summer. Range sales were steady.

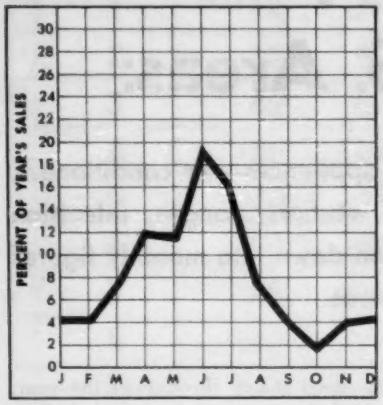
In the South, air conditioners followed the national pattern. Dishwashers and dryers did well in the last months of the year. Ranges and washers were steady. For water heaters, November and December were good months. TV sold best during March and November. Freezers sold particularly well during the summer, but refrigerators had no noticeable peak.

In the South West, air conditioning followed the national pattern. Dishwashers had their strongest months in June and December. Dryers sold well during the winter months. Washers, ranges and water heaters held steady, while refrigerators and freezers did well during the summer. TV moved best during the Christmas season.

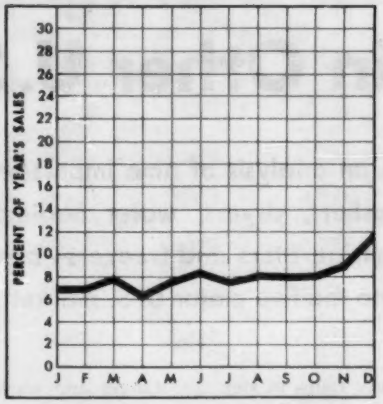
In the Far West, June and July were the best months for air conditioners. Dishwashers peaked in November and December; likewise dryers and TV sets. Sales of washers, water heaters and ranges held steady. Freezers and refrigerators sold best during the summer months.

Study the following pages to see how your monthly sales averages compare with your area averages for the year of 1960 . . .

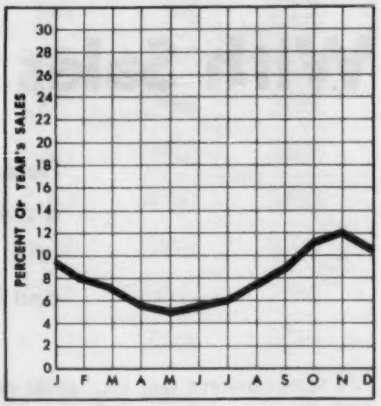
IN THE NATION . . .



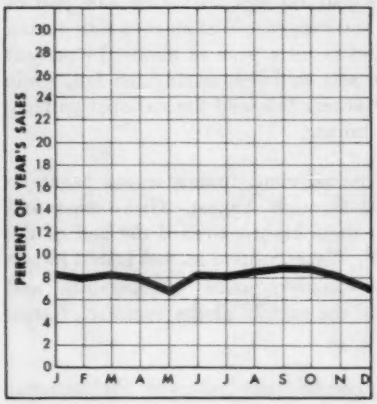
AIR CONDITIONERS: 27 air conditioners were sold per 1000 wired homes.



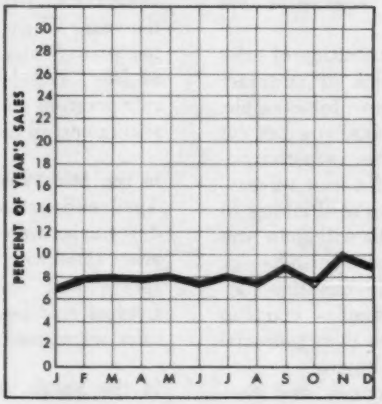
DISHWASHERS: 12 dishwashers were sold per 1000 wired homes.



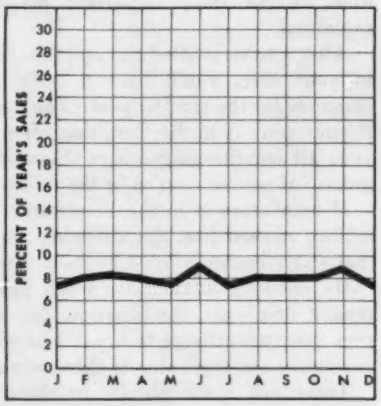
DRYERS: 23 dryers were sold per 1000 wired homes.



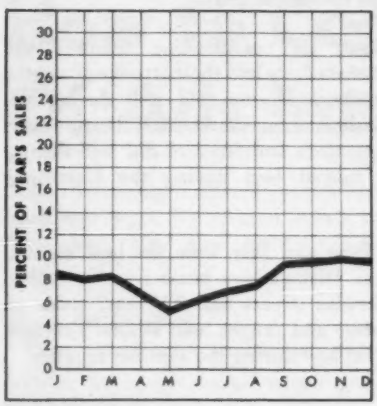
WASHERS: 21 washers were sold per 1000 wired homes.



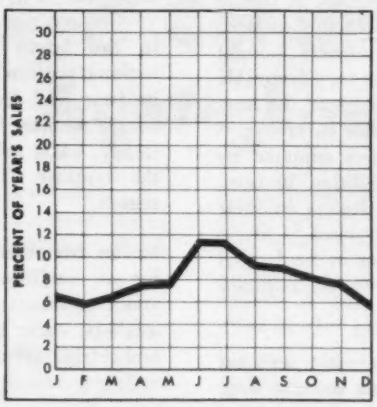
WATER HEATERS: 21 water heaters were sold per 1000 wired homes.



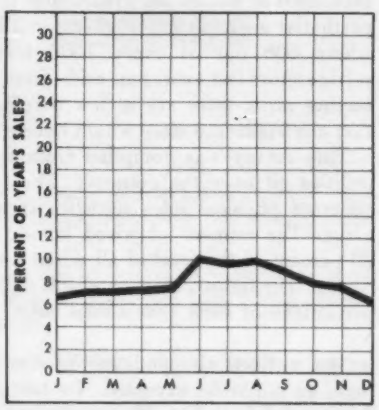
RANGES: 35 ranges were sold per 1000 wired homes.



TELEVISION SETS: 86 television sets were sold per 1000 wired homes.

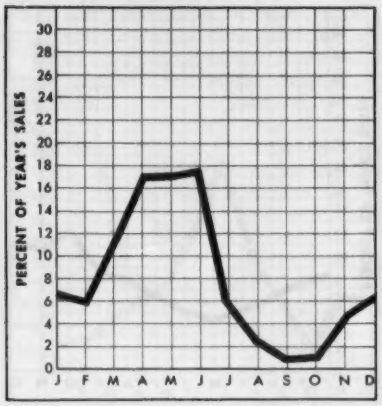


FREEZERS: 18 freezers were sold per 1000 wired homes.

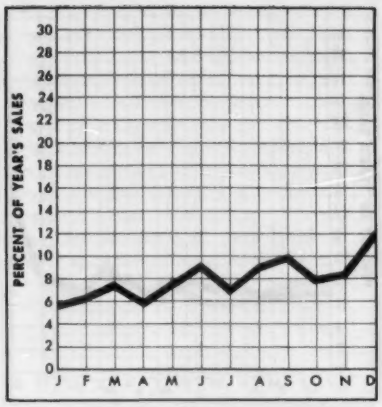


REFRIGERATORS: 60 refrigerators were sold per 1000 wired homes.

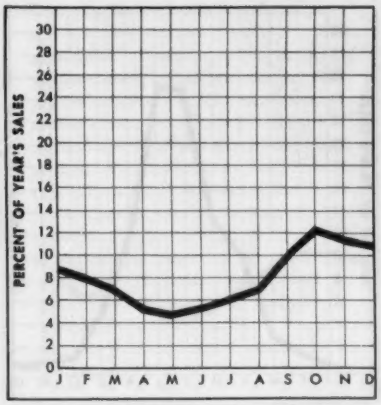
IN THE EAST...



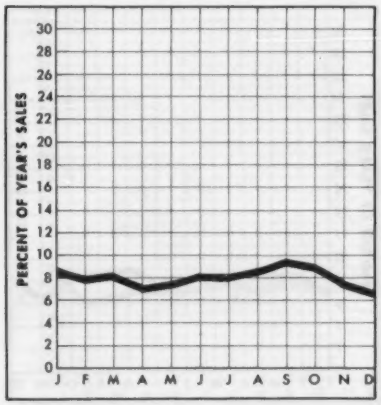
AIR CONDITIONERS: 23 air conditioners were sold/1000 wired homes. The East had 31 percent of U.S. sales and ranked first among the five areas in unit sales.



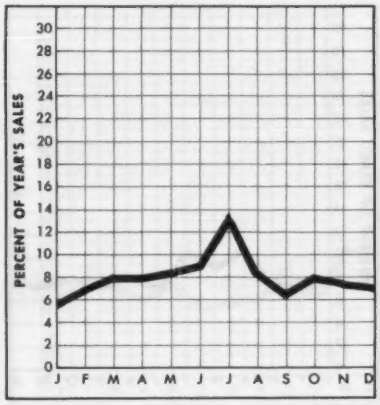
DISHWASHERS: 8 dishwashers were sold/1000 wired homes. The East had 25 percent of U.S. sales and ranked first among the five areas in unit sales.



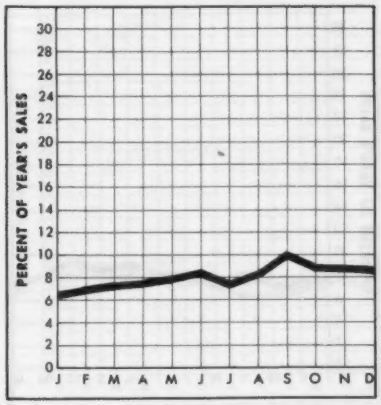
DRYERS: 20 dryers were sold/1000 wired homes. The East had 31.3 percent of U.S. sales and ranked first among the five areas in unit sales.



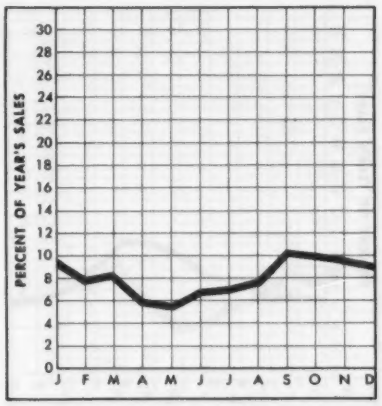
WASHERS: 61 washers were sold/1000 wired homes. The East had 34 percent of U.S. sales and ranked first among the five areas in unit sales.



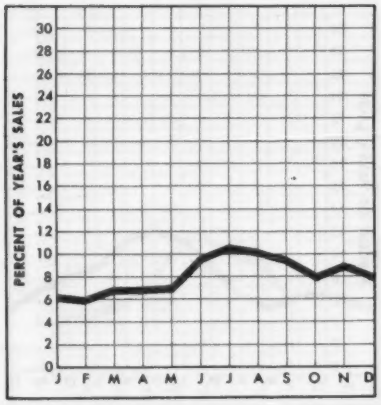
WATER HEATERS: 1 water heater was sold/1000 wired homes. The East had 17 percent of U.S. sales and ranked third among the five areas in unit sales.



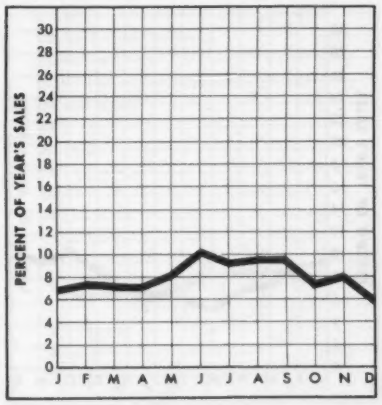
RANGES: 19 ranges were sold/1000 wired homes. The East had 19.3 percent of U.S. sales and ranked third among the five areas in unit sales.



TELEVISION SETS: 82 television sets were sold/1000 wired homes. The East had 34 percent of U.S. sales and ranked first among the five areas in unit sales.

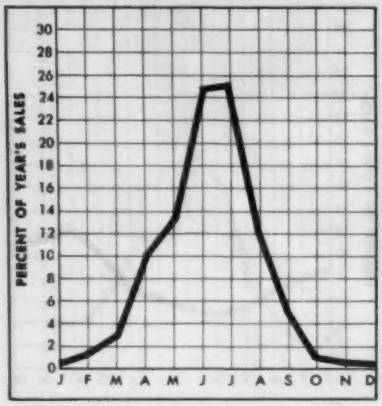


FREEZERS: 12 freezers were sold per 1000 wired homes. The East had 24 percent of U.S. sales and ranked second among the five areas in unit sales.

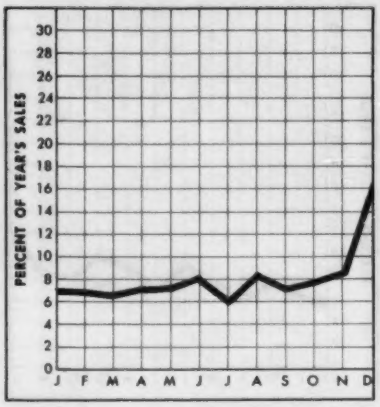


REFRIGERATORS: 50 refrigerators were sold per 1000 wired homes. The East had 29.5 percent of U.S. sales and ranked second among the five areas in unit sales.

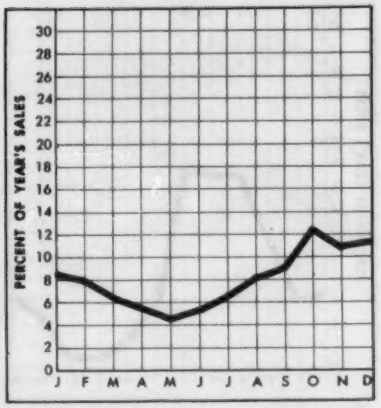
IN THE MID-WEST . . .



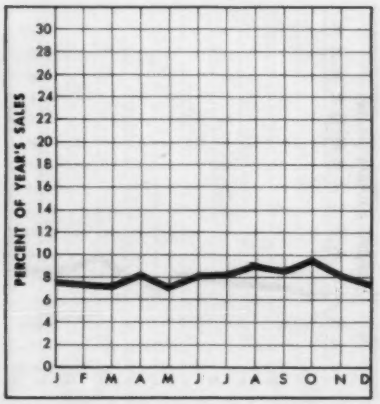
AIR CONDITIONERS: 14 air conditioners were sold per 1000 wired homes. The Mid-West had 6.5 percent of U.S. sales and ranked fifth among the five areas in unit sales.



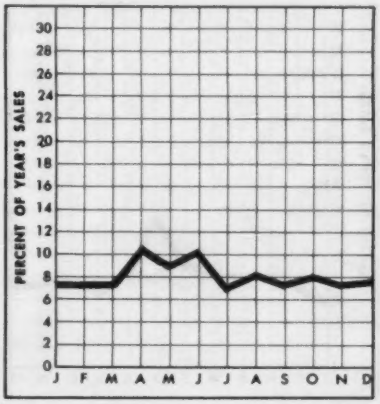
DISHWASHERS: 3 dishwashers were sold/1000 wired homes. The Mid-West had 2.8 percent of U.S. sales and ranked fifth among the five areas in unit sales.



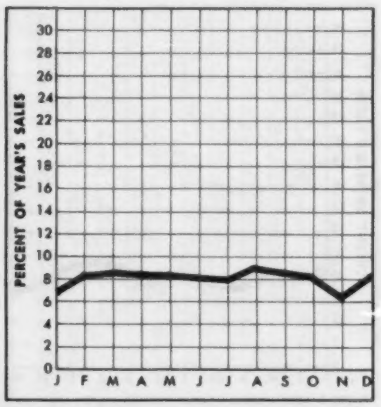
DRYERS: 21 dryers were sold per 1000 wired homes. The Mid-West had 10.8 percent of U.S. sales and ranked third among the five areas in unit sales.



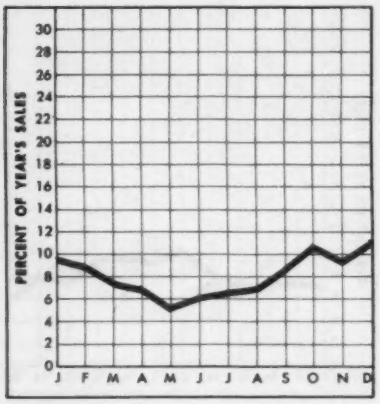
WASHERS: 52 washers were sold per 1000 wired homes. The Mid-West had 9.8 percent of U.S. sales and ranked fifth among the five areas in unit sales.



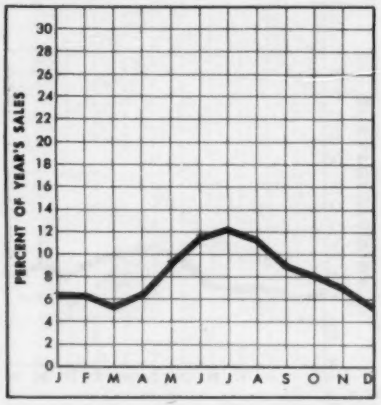
WATER HEATERS: 6 water heaters were sold/1000 wired homes. The Mid-West had 3.3 percent of U.S. sales and ranked fifth among the five areas in unit sales.



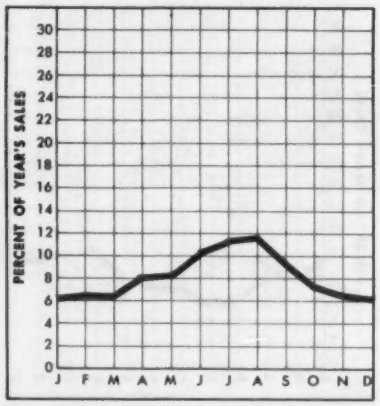
RANGES: 23 ranges were sold per 1000 wired homes. The Mid-West sold 7.7 percent of U.S. sales and ranked fifth among the five areas in unit sales.



TELEVISION SETS: 63 television sets were sold/1000 wired homes. The Mid-West had 8.6 percent of U.S. sales and ranked fifth among the five areas in unit sales.

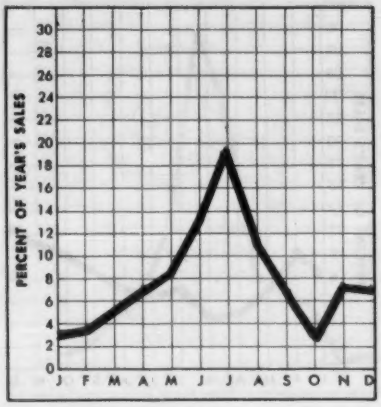


FREEZERS: 18 freezers were sold per 1000 wired homes. The Mid-West had 18 percent of U.S. sales and ranked fourth among the five areas in unit sales.

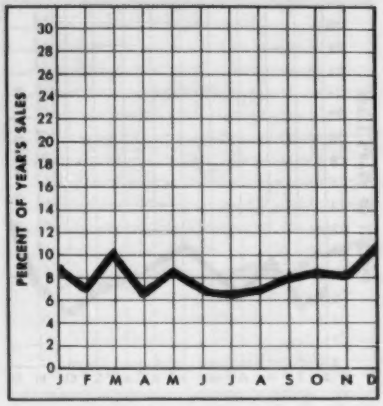


REFRIGERATORS: 41 refrigerators were sold per 1000 wired homes. The Mid-West had 8 percent of U.S. sales and ranked fifth among the five major areas.

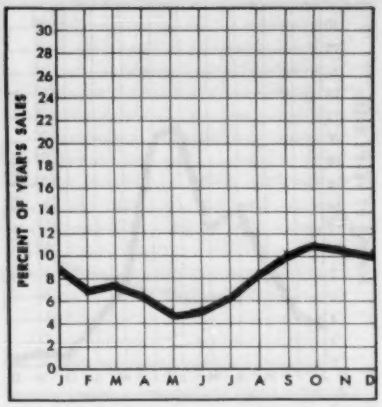
IN THE SOUTH . . .



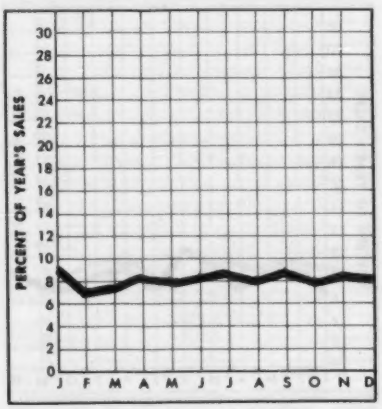
AIR CONDITIONERS: 49 air conditioners were sold/1000 wired homes. The South had 30 percent of U.S. sales and ranked second among the five areas in unit sales.



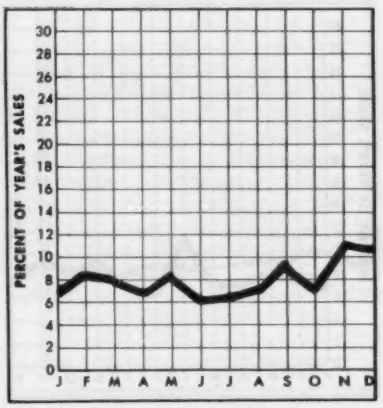
DISHWASHERS: 9 dishwashers were sold/1000 wired homes. The South had 13 percent of U.S. sales and ranked third among the five areas in unit sales.



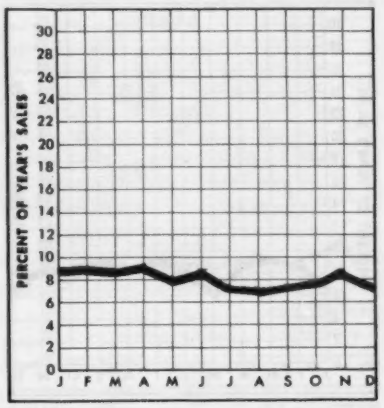
DRYERS: 15 dryers were sold per 1000 wired homes. The South had 10.3 percent of U.S. sales and ranked fourth among the five areas in unit sales.



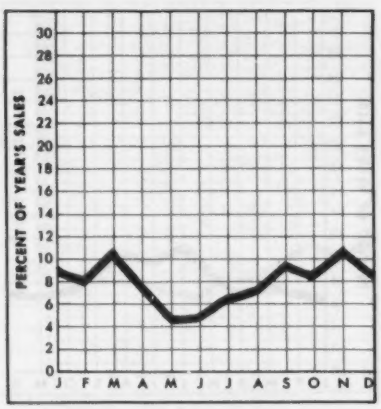
WASHERS: 51 washers were sold per 1000 wired homes. The South had 13.3 percent of U.S. sales and ranked third among the five areas in unit sales.



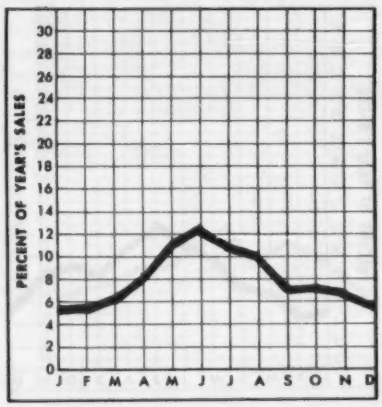
WATER HEATERS: 71 water heaters were sold/1000 wired homes. The South had 55.4 percent of U.S. sales and ranked first among the five areas in unit sales.



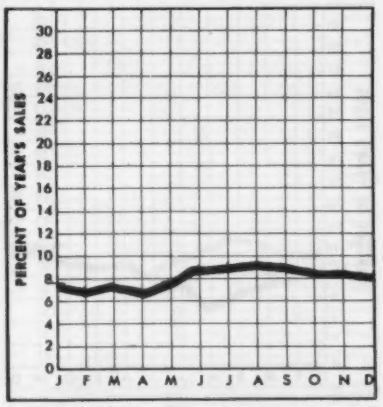
RANGES: 54 ranges were sold per 1000 wired homes. The South had 24.8 percent of U.S. sales and ranked second among the five areas in unit sales.



TELEVISION SETS: 81 television sets were sold per 1000 wired homes. The South had 15.3 percent of U.S. sales and ranked third among the five areas in unit sales.

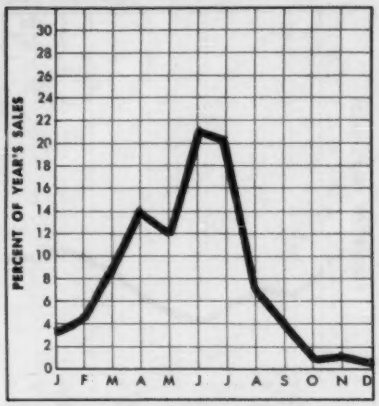


FREEZERS: 12 freezers were sold per 1000 wired homes. The South had 11 percent of U.S. sales and ranked fifth among the five areas in unit sales.

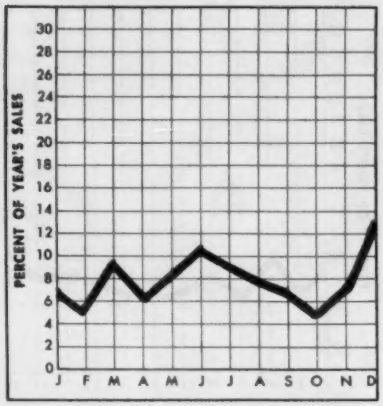


REFRIGERATORS: 76 refrigerators were sold per 1000 wired somes. The South had 20.6 percent of U.S. sales and ranked third among the five areas in unit sales.

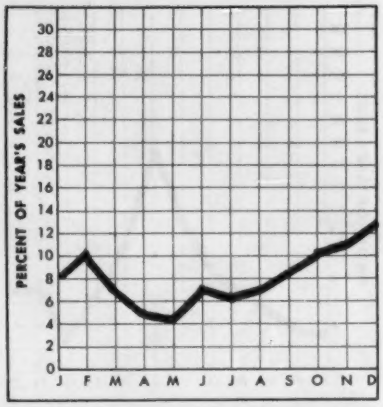
IN THE SOUTH-WEST . . .



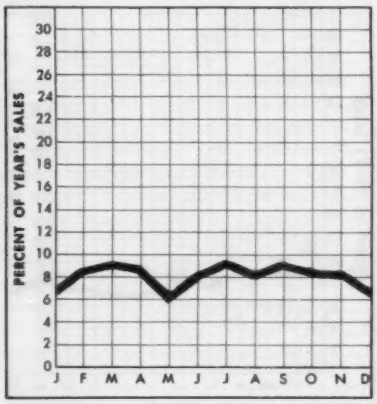
AIR CONDITIONERS: 56 air conditioners were sold/1000 wired homes. The South-West sold 22.7 percent of U.S. sales and ranked third among the five areas in unit sales.



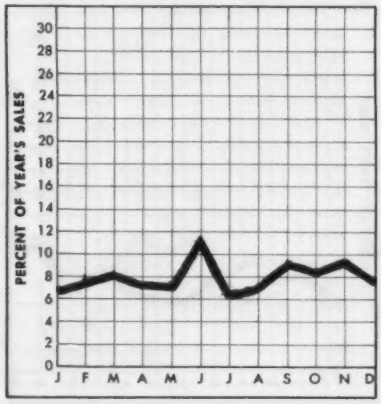
DISHWASHERS: 14 dishwashers were sold/1000 wired homes. The South-West sold 12.4 percent of U.S. sales and ranked fourth among the five areas in unit sales.



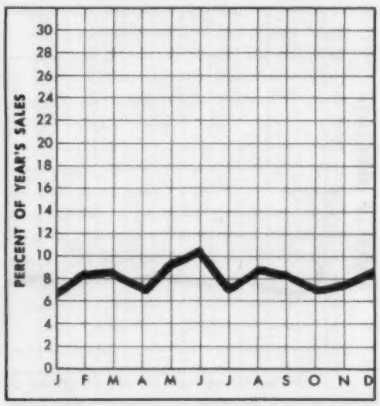
DRYERS: 17 dryers were sold per 1000 wired homes. The South-West sold 8.1 percent of U.S. sales and ranked fifth among the five areas in unit sales.



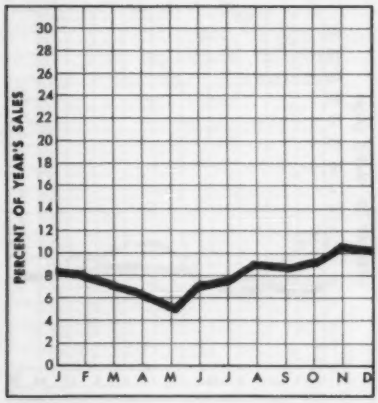
WASHERS: 67 washers were sold per 1000 wired homes. The South-West sold 11.4 percent of U.S. sales and ranked fourth among the five areas in unit sales.



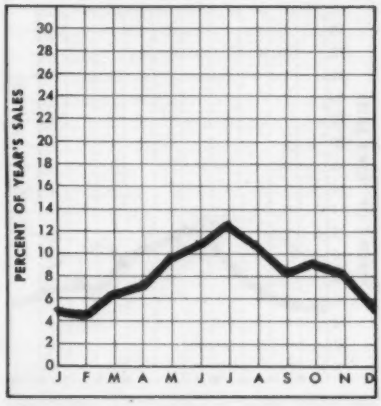
WATER HEATERS: 6 water heaters were sold/1000 wired homes. The South-West had 3.3 percent of U.S. sales and ranked fourth among the five areas in unit sales.



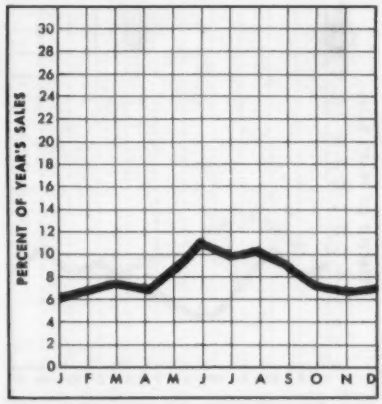
RANGES: 31 ranges were sold per 1000 wired homes. The South-West had 31.4 percent of U.S. sales and ranked fourth among the five areas in unit sales.



TELEVISION SETS: 96 television sets were sold/1000 wired homes. The South-West had 12.1 percent of U.S. sales and ranked fourth among the five areas in unit sales.

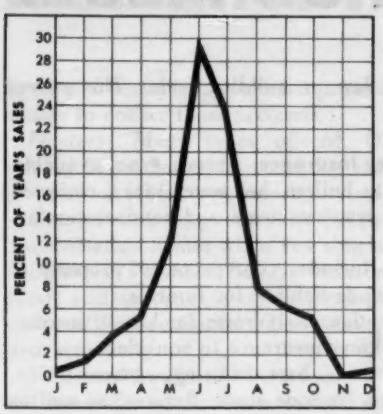


FREEZERS: 22 freezers were sold per 1000 wired homes. The South-West had 13.5 percent of U.S. sales and ranked third among the five areas in unit sales.

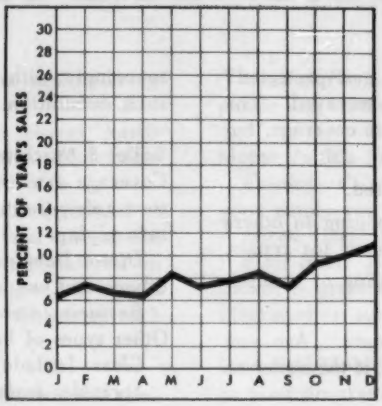


REFRIGERATORS: 68 refrigerators were sold/1000 wired homes. The South-West had 12.2 percent of U.S. sales and ranked fourth among the five areas in unit sales.

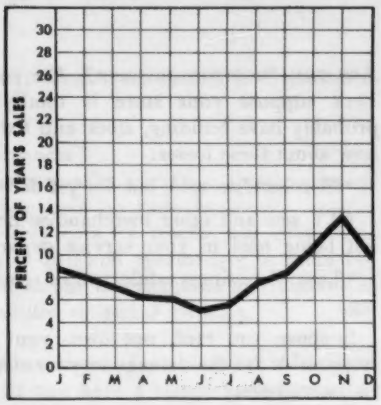
IN THE FAR WEST...



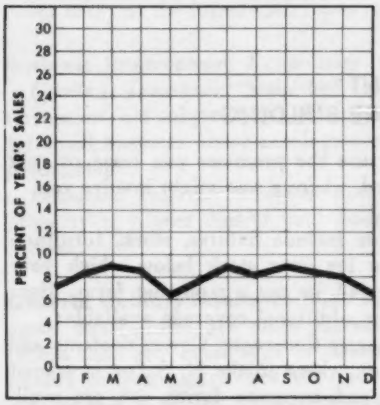
AIR CONDITIONERS: 10 air conditioners were sold/1000 wired homes. The Far West had 10 percent of U.S. sales and ranked fourth among the five major areas in unit sales.



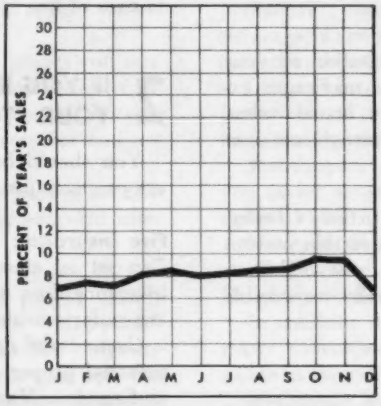
DISHWASHERS: 22 dishwashers were sold per 1000 wired homes. The Far West had 47 percent of U.S. sales and ranked first among the five areas in unit sales.



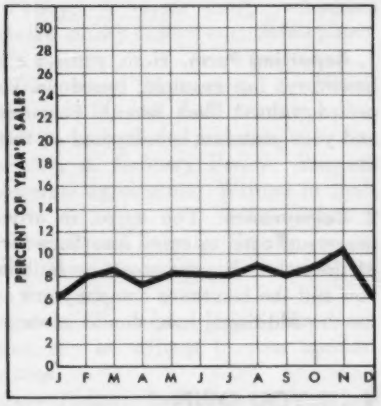
DRYERS: 36 dryers were sold per 1000 wired homes. The Far West had 39.5 percent of U.S. sales and ranked first among the five areas in unit sales.



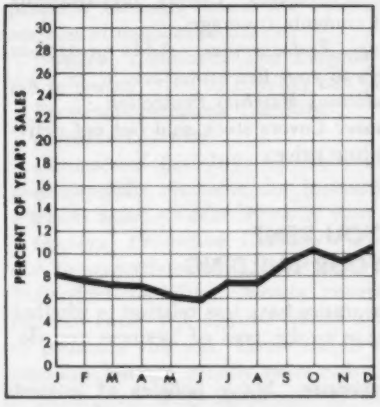
WASHERS: 78 washers per 1000 wired homes were sold. The Far West had 31.4 percent of U.S. sales and ranked second among the five areas in unit sales.



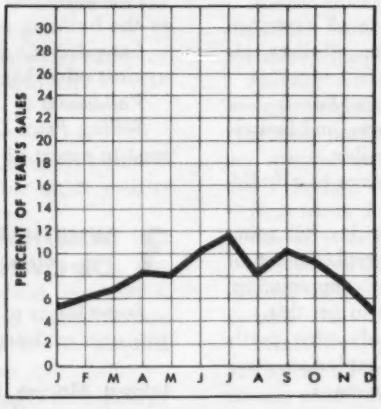
WATER HEATERS: 17 water heaters were sold per 1000 wired homes. The Far West had 21 percent of U.S. sales and ranked second among the five areas in unit sales.



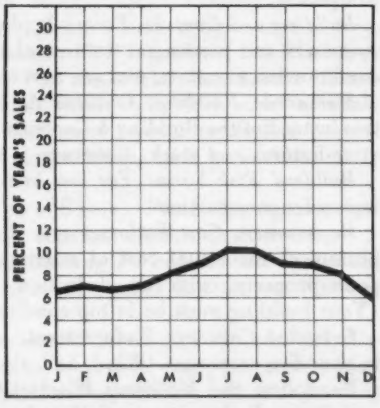
RANGES: 54 ranges were sold per 1000 wired homes. The Far West had 38.9 percent of U.S. sales and ranked first among the five areas in unit sales.



TELEVISION SETS: 102 television sets were sold/1000 wired homes. The Far West had 30.1 percent of U.S. sales and ranked second among the five areas in unit sales.



FREEZERS: 27 freezers were sold per 1000 wired homes. The Far West had 39.6 percent of U.S. sales and ranked first among the five areas in unit sales.



REFRIGERATORS: 70 refrigerators were sold per 1000 wired homes. The Far West had 29 percent of U.S. sales and ranked first among the five areas in unit sales.

What You Should Know About

ARE YOU PROPERLY INSURED? Are you *over*-protected? Let's suppose your store is totally destroyed. You probably have building, stock and fixture coverage, but how about these losses:

- Merchandise sold, but not yet delivered.
- TV sets and other merchandise belonging to others but being held in your service department for repair.
- Loss of business while you're relocating or rebuilding.

Suppose you rent, not own, your store. Are you responsible for the damage to your stock if the boiler or radiators burst?

To answer these questions, you should have a knowledgeable insurence broker, and he should be thoroughly familiar with your operation.

As a self-help, here are three checklists of insurance coverage retailers should know something about.

Two insurance terms crop up on many of the policies covered.

1. Reporting Form. Here, you set a limitation on your inventory, for example, based on your maximum expected value. Each month you report actual value, and your premium is computed on the average cost over the year.

2. Coinsurance. You agree, in order to get a lower-than-usual rate, to carry insurance for a certain percent of the value of your stock or building. Beyond that, you and the insurance company are equally responsible for the additional loss, should it occur.

1 IF YOU OWN YOUR OWN BUILDING

Fire Insurance: Check proper appraisal of the replacement value to determine how much to carry. These forms and endorsements can be used with a standard fire policy:

Building and Contents Form: Applies to all *described* structures and permanent fixtures of them. Boilers, air conditioners, elevators, etc. are covered.

Mercantile Building, Fixtures & Stock Form: Use this instead of the Building & Contents form, and include your fixtures and stock. Coverage is similar.

Builders' Risk Form: For loss or damage to a building under construction.

Replacement Cost Endorsement: Provides full reimbursement for actual cost of repair or replacement of your property, with no deduction for depreciation. (Your building must be in top condition to get this.)

Extended Coverage Endorsement: Adds other perils to your fire coverage. (Wind, hail, riot, explosion, etc.)

Vandalism and Malicious Mischief Coverage.

Collapse Endorsement: Self-explanatory (must pass inspection to get it.)

Demolition Insurance: Undamaged parts of your building, might have to be torn down prior to rebuilding to comply with a law or building code. This covers such demolition.

Boiler & Machinery Insurance: Several types available. Coverage extends to boilers, hot water tanks, compressors, refrigerating systems, steam and condensation return piping.

Direct Damage: Includes your property, property of others, and can include liability for injuries.

Business Interruption: Reimburse for loss of income.

Other types of building insurance to consider:

Glass: Include frames, bars, lettering, ornamentation.

Sprinkler leakage. Include stock, fixtures, as well as building.

Water Damage: Normally does *not* include flood damage.

Earthquake: Not in all areas, of course.

Rental Value: A type of "Time Element" insurance. Protects you against loss of income from rented space in case of fire.

2 IF YOU RENT YOUR STORE BUILDING

You should be sure the premises you lease or rent are properly insured, where a loss might involve you.

Fire Insurance: Can include fixtures, stock, furniture. Can set an amount for your stock below which your inventory does not fall, or use a reporting form. Here are endorsements or additional coverage available:

Commercial Property Coverage: Covers contents and personal property anywhere in the U. S., or in transit in Canada. Many endorsements, forms, etc. are available with specialized provisions.

Building and Contents Form: Can include everything in the building, including property of others for which you're legally liable, and property sold but not yet delivered.

Improvements & Betterments: Covers improvements to the building and contents coverage.

Extended Coverage Endorsement: Adds protection against other hazards to your fire protection.

Vandalism & Malicious Mischief Protection.

Selling Price Clause: Covers stock sold but not delivered to extent of selling price.

3 WHETHER YOU RENT OR OWN YOUR BUILDING

Some forms of insurance have less relation to whether you own or lease than to the type of business you do.

Inland Marine Insurance: Many policies of interest here. Some policies are so specialized, you will want to seriously consider them:

Accounts Receivable Policy: If your books or records showing money due you from customers, vendors or

Insurance For Your Store

banks are destroyed, you have protection against being unable to collect these accounts.

Floaters: Many types offered. One covers goods coming in or being delivered by you. Another covers property of others you accept for repair.

Motor Truck Cargo Owner's Policy: Used instead of transportation floater when you ship in your own trucks

Deferred Payment Policy: Insures your interest in goods sold on time, or on deferred payment, or leased.

Parcel Post Insurance: Used instead of insuring each item separately.

Tools and Equipment insurance.

Dealers Form: Covers household appliances and similar goods (your stock) on an all-risk basis.

Time Element Insurance: You will lose more than just property in any serious fire or explosion. Not only do you lose some of what you have, you also face the loss of future profits. Insurance companies have policies that cover many of the forms such losses could take.

Business Interruption: Reimburses for profits you lost.

Earnings Insurance: Simplified form of Business Interruption, not subject to a Coinsurance clause. Suitable for small business where earnings are irregular and not predictable.

Leasehold Interest: Protects against having to rent property at higher cost if your lease is canceled after fire, etc.

General Liability Insurance: Insurance people usually agree retail stores are more exposed to "third-party" claims than any other type of business. Not only customers in your store, but the products you sell can involve you in a suit. Protection in this area is a must as is expert advice.

These are the policies available:

Comprehensive General Liability: Covers almost everything.

Storekeeper's Liability Policy: Bodily injury and/or property damage claims are covered. Provides stated amount of medical payments.

Owners', Landlords' and Tenants Liability: Any of the following types of liability can be included:

Premises-operations Liability.

Elevator Liability.

Contractual Liability: Covers your liability assumed under specific contracts, for instance, liabilities you as a tenant assume under terms of your lease.

Owners' Protective Liability: Protects against loss due to operations of sub-contractors, redecorators, etc.

Product Liability: Mostly covers food operations, but can cover you against claims arising out of failure of products you sell. These claims can be for sizeable amounts but are usually mere nuisances.

Occurrence Basis Endorsement: Changes terminology from "caused by accident," to "occurrence," thus broadening your protection.

Personal Injury: Protects against false arrest suits, libel, slander, etc.

Medical Payments: Limits are specified. Customers, public are covered.

Motor Vehicle Insurance:

Employers' Non-Ownership Liability: Covers cars of your employees when used on store business.

Hired Cars: Covers cars or trucks you may rent.

Fleet Plan: If you own and operate five or more vehicles, it gives a discount in premiums and automatic insurance on substituted or added vehicles.

Umbrella Liability Insurance: Covers any possible gaps in your program (if you have a complete program.)

Crime Insurance: Protects you against theft, employee dishonesty, etc. Can be very important if you sell transistor radios, cameras and other small, yet relatively expensive merchandise. Here are three broad-coverage types:

Blanket Crime Policy: A single limit, yet broad coverage. Even includes money orders, counterfeit paper currency, depositor's forgery.

Comprehensive Dishonesty, Destruction & Disappearance: (For short: 3-D) All risk protection for money and securities on and off the premises.

Storekeepers Burglary & Robbery Policy: Protects you under seven separate agreements. Written in multiples of $250.

Money & Securities (Broad Form): Usually recommended where more than two units of Storekeepers Burglary would be required.

In addition to the broad-coverage types, there are many coverages that can be written to your specific needs in the crime area:

Mercantile Robbery Policy: Includes not only loss through robbery, but damage done by the robbers, payroll, deposits and other funds.

Mercantile Safe Burglary: Includes safe contents and the safe itself, should it be stolen or damaged.

Valuable Paper Protection.

Mercantile Open Stock Policy: Protects your merchandise, furniture, fixtures and equipment on your premises. Requirement: Visible marks of forcible entry.

Fidelity Bonds: For employees who handle money or merchandise. Four types: individual; name-schedule (covering named employees); position-schedule (covering specific employee positions, such as cashier, etc.), and blanket.

Depositors Forgery Bonds: Protection against forgeries of your bank deposits, checks, draft notes.

Merchants Check Cashing Forgery Bond: Protection against cashing checks or similar instruments that are forged.

In addition, you should investigate life, medical, disability and key man insurance for your store. May reduce your own personal expense, as well as expanding important coverage for your store.

This material is intended to be useful information, not a guide to your own coverage program. Only an expert in insurance should design your program.

PROFIT ON SALE	MARK UP ON COST (CENTS PER $1)	COST $1	$2	$3	$4	$5	$6	$7	$8	$9	$10
25%	.3333	1.3333	2.666	3.999	5.332	6.6665	7.9998	9.3331	10.6664	11.9997	13.3330
26%	.3513	1.3513	2.7026	4.0539	5.4052	6.7565	8.1078	9.4591	10.8104	12.1617	13.5130
27%	.3698	1.3698	2.7396	4.1094	5.4792	6.8490	8.2188	9.5886	10.9584	12.3282	13.6980
28%	.3888	1.3888	2.7776	4.1664	5.5552	6.9440	8.3328	9.7216	11.1104	12.4992	13.8880
29%	.4084	1.4084	2.8168	4.2252	5.6332	7.0420	8.4504	9.8588	11.2672	12.6756	14.0840
30%	.4285	1.4285	2.8570	4.2855	5.7140	7.1425	8.5710	9.9995	11.4280	12.8565	14.2850
31%	.4492	1.4492	2.8984	4.3476	5.7968	7.2460	8.6952	10.1444	11.5936	13.0428	14.4920
32%	.4725	1.4725	2.9450	4.4175	5.8900	7.3625	8.8350	10.3075	11.7800	13.2525	14.7250
33%	.4925	1.4925	2.9850	4.4775	5.9700	7.4625	8.9550	10.4475	11.9400	13.4325	14.9250
34%	.5151	1.5151	3.0302	4.5453	6.0604	7.5755	9.0906	10.6057	12.1208	13.6359	15.1510
35%	.5384	1.5384	3.0768	4.6152	6.1536	7.6920	9.2304	10.7688	12.3072	13.8456	15.3840
36%	.5625	1.5625	3.1250	4.6875	6.2500	7.8125	9.3750	10.9375	12.5000	14.0625	15.6250
37%	.5873	1.5873	3.1746	4.7619	6.3492	7.9365	9.5238	11.1111	12.6984	14.2857	15.8730
38%	.6129	1.6129	3.2258	4.8387	6.4516	8.0645	9.6774	11.2903	12.9032	14.5161	16.1290
39%	.6393	1.6393	3.2786	4.9179	6.5572	8.1965	9.8358	11.4751	13.1144	14.7537	16.3930
40%	.6667	1.6667	3.3334	5.0001	6.6668	8.3335	10.0002	11.6669	13.3336	15.0003	16.6670

% PROFIT	MARK UP ON COST (CENTS PER $1)	COST $21	$22	$23	$24	$25	$26	$27	$28	$29	$30
25%	.3333	27.9993	29.3326	30.6659	31.9992	33.3325	34.6658	35.9991	37.3324	38.6657	39.9990
26%	.3513	28.3773	29.7286	31.0799	32.4312	33.7825	35.1338	36.4851	37.8364	39.1877	40.5390
27%	.3698	28.7658	30.1356	31.5054	32.8752	34.2450	35.6148	36.9846	38.3544	39.7242	41.0940
28%	.3888	29.1648	30.5536	31.9424	33.3312	34.7200	36.1088	37.4976	38.8864	40.2752	41.6640
29%	.4084	29.5764	30.9848	32.3932	33.8016	35.2100	36.6184	38.0268	39.4352	40.8436	42.2520
30%	.4285	29.9985	31.4270	32.8555	34.2840	35.7125	37.1410	38.5695	39.9980	41.4265	42.8550
31%	.4492	30.3332	31.7824	33.2316	34.6808	36.1300	37.5792	39.0284	40.4776	41.9268	43.3760
32%	.4725	30.8225	32.2950	33.7675	35.2400	36.7125	38.1850	39.6575	41.1300	42.6025	44.0750
33%	.4925	31.3425	32.8350	34.3275	35.8200	37.3125	38.8050	40.2975	41.7900	43.2825	44.7750
34%	.5151	31.8171	33.3322	34.8473	36.3624	37.8775	39.3926	40.9077	42.4228	43.9379	45.4530
35%	.5384	32.3064	33.8448	35.3832	36.9216	38.4600	39.9984	41.5368	43.0752	44.6136	46.1520
36%	.5625	32.8125	34.3750	35.9375	37.5000	39.0625	40.6250	42.1875	43.7500	45.3125	46.8750
37%	.5873	33.3333	34.9206	36.5079	38.0952	39.6825	41.2698	42.8571	44.4444	46.0317	47.6190
38%	.6129	33.8709	35.4838	37.0967	38.7096	40.3225	41.9354	43.5483	45.1612	46.7741	48.3870
39%	.6393	34.4253	36.0646	37.7039	39.3432	40.9825	42.6218	44.2611	45.9004	47.5397	49.1790
40%	.6667	35.0007	36.6674	38.3341	40.0008	41.6675	43.3342	45.0009	46.6676	48.3343	50.0010

NO MORE COMPLICATED MATHEMATICS . . .

This Chart Shows You How to

WHAT, SHOULD YOU CHARGE FOR A SPECIFIC PROFIT?

WHAT SHOULD YOU SPEND TO SELL COMPETITIVELY?

Keep these charts handy—they'll help you figure out what you should put on price tags—and how much you can cut the price for a reluctant buyer—without the traditional "sharp pencil" and without the not-always-so-sharp mathematics necessary for figuring the selling price from mark-up on cost or from a gross profit.

COST										MARK UP ON COST (CENTS PER $1)	PROFIT ON SALE
$11	$12	$13	$14	$15	$16	$17	$18	$19	$20		
14.6663	15.9996	17.3329	18.6662	19.9995	21.3328	22.6661	23.9994	25.3327	26.6660	.3333	25%
14.8643	16.2156	17.5669	18.9182	20.2695	21.6208	22.9721	24.3234	25.6747	27.0260	.3513	26%
15.0678	16.4376	17.8074	19.1772	20.5470	21.9168	23.2866	24.6564	26.0262	27.3960	.3698	27%
15.2768	16.6656	18.0544	19.4432	20.8320	22.2208	23.6096	24.9984	26.3872	27.7760	.3888	28%
15.4924	16.9008	18.3092	19.7176	21.1260	22.5344	23.9428	25.3512	26.7596	28.1680	.4084	29%
15.7135	17.1420	18.5705	19.9990	21.4275	22.8560	24.2845	25.7130	27.1415	28.5700	.4285	30%
15.9412	17.2904	18.7396	20.1888	21.6380	23.0872	24.5364	25.9856	27.4348	28.8840	.4492	31%
16.1975	17.6700	19.1425	20.6150	22.0875	23.5600	25.0325	26.4050	27.8775	29.3500	.4725	32%
16.4175	17.9100	19.4025	20.8950	22.3875	23.8800	25.3725	26.8650	28.3575	29.8500	.4925	33%
16.6661	18.1812	19.6963	21.2114	22.7265	24.2416	25.7567	27.2718	28.7869	30.3020	.5151	34%
16.9224	18.4608	19.9992	21.5376	23.0760	24.6144	26.1528	27.6912	29.2296	30.7680	.5384	35%
17.1875	18.7500	20.3125	21.8750	23.4375	25.0000	26.5625	28.1250	29.6875	31.2500	.5625	36%
17.4603	19.0476	20.6349	22.2222	23.8095	25.3968	26.9841	28.5714	30.1587	31.7460	.5873	37%
17.7419	19.3548	20.9677	22.5806	24.1935	25.8064	27.4193	29.0322	30.6451	32.2580	.6129	38%
18.0323	19.6716	21.3109	22.9502	24.5895	26.2288	27.8681	29.5074	31.1467	32.7860	.6667	39%
18.3337	20.0004	21.6671	23.3338	25.0005	26.6672	28.3339	30.0006	31.6673	33.3340	.6393	40%

COST										MARK UP ON COST (CENTS PER $1)	% PROFIT
$31	$32	$33	$34	$35	$36	$37	$38	$39	$40		
41.3323	42.6656	43.9989	45.3322	46.6655	47.9988	49.3321	50.6654	51.9987	53.3320	.3333	25%
41.8903	43.2416	44.5929	45.9442	47.2955	48.6468	49.9981	51.3494	52.7007	54.0520	.3513	26%
42.4638	43.8336	45.2034	46.5732	47.9430	49.3128	50.6826	52.0524	53.4222	54.7920	.3698	27%
43.0528	44.4416	45.8304	47.2192	48.6080	49.9968	51.3856	52.7744	54.1632	55.5520	.3888	28%
43.6604	45.0688	46.4772	47.8856	49.2940	50.7024	52.1108	53.5192	54.9276	56.3360	.4084	29%
44.2835	45.7120	47.1405	48.5690	49.9975	51.4260	52.8545	54.2830	55.7115	57.1400	.4285	30%
44.8252	46.2744	47.7236	49.1728	50.6220	52.0712	53.5204	54.9696	56.3188	57.7680	.4492	31%
45.5475	47.0200	48.4925	49.9650	51.4375	52.9100	54.3825	55.8550	57.3275	58.8000	.4725	32%
46.2675	47.7600	49.2525	50.7450	52.2375	53.7300	55.2225	56.7150	58.2075	59.7000	.4925	33%
46.9681	48.4832	49.9983	51.5134	53.0285	54.5436	56.0587	57.5738	59.0889	60.6040	.5151	34%
47.6904	49.2288	50.7672	52.3056	53.8440	55.3824	56.9208	58.4592	59.9976	61.5360	.5384	35%
48.4375	50.0000	51.5625	53.1250	54.6875	56.2500	57.8125	59.3750	60.9375	62.5000	.5625	36%
49.2063	50.7936	52.3809	53.9682	55.5555	57.1428	58.7301	60.3174	61.9047	63.4920	.5873	37 %
49.9999	51.6128	53.2257	54.8386	56.4515	58.0644	59.6773	61.2902	62.9031	64.5160	.6129	38%
50.8183	52.4576	54.0969	55.7362	57.3755	59.0148	60.6541	62.2934	63.9327	65.5720	.6393	39%
51.6677	53.3344	55.0011	56.6678	58.3345	60.0012	61.6679	63.3346	65.0013	66.6680	.6667	40%

More figures on next four pages . . .

Figure Your Mark-Ups Quickly

THE PROFIT/MARK-UP/DISCOUNT TABLES on the following pages will save you many an hour of mathematical calculation, and eliminate some profit-wasting errors.

Included in the table are profits on sales (from 25 to 40 percent) and mark-ups on costs (from 33.33 to 66.67 percent)—the range most commonly used in the appliance, radio, television, housewares field.

This chart—where your arithmetic has been done for you in advance—can be used to determine:

- Selling price based on percent of mark-up desired.
- Selling price that will return a specific profit.
- Maximum you can pay for an item to produce a given profit or mark-up at a set selling price.
- The real profit or mark-up you made on any particular sale.

The chart is composed of four elements: 1. The columns on the extreme left and extreme right are *profit on sales.* 2. The second column from the extreme right

PROFIT ON SALE	MARK UP ON COST (CENTS PER $1)	COST $41	$42	$43	$44	$45	$46	$47	$48	$49	$50
25%	.3333	54.6653	55.9986	57.3319	58.6652	59.9985	61.3318	62.6651	63.9984	65.3317	66.6650
26%	.3513	55.4038	56.7546	58.1059	59.4572	60.8085	62.1598	63.5111	64.8624	66.2137	67.5650
27%	.3698	56.1618	57.5316	58.9014	60.2712	61.6410	63.0108	64.3806	65.7504	67.1202	68.4900
28%	.3888	56.9408	58.3296	59.7184	61.1072	62.4960	63.8848	65.2736	66.6624	68.0512	69.4400
29%	.4084	57.8444	59.2528	60.6612	62.0696	63.4780	64.8864	66.2948	67.7032	69.1116	70.5200
30%	.4285	58.6685	60.0970	61.5255	62.9540	64.3825	65.8110	67.2395	68.6680	70.0965	71.5250
31%	.4492	59.4172	60.8664	62.3156	63.7648	65.2140	66.6632	68.1124	69.5616	71.0108	72.4600
32%	.4725	60.3725	61.8450	63.3175	64.7900	66.2625	67.7350	69.2075	70.6800	72.1525	73.6250
33%	.4925	61.0925	62.5850	64.0775	65.5700	67.0625	68.5550	70.0475	71.5400	73.0325	74.5250
34%	.5151	62.1191	63.6342	65.1493	66.6644	68.1795	69.6946	71.2097	72.7248	74.2399	75.7550
35%	.5384	63.0744	64.6128	66.1512	67.6896	69.2280	70.7664	72.3048	73.8432	75.3816	76.9200
36%	.5625	64.0625	65.6250	67.1875	68.7500	70.3125	71.8750	73.4375	75.0000	76.5625	78.1250
37%	.5873	65.0793	66.6666	68.2539	69.8412	71.4285	73.0158	74.6031	76.1904	77.7777	79.3650
38%	.6129	66.1289	67.7418	69.3547	70.9676	72.5805	74.1934	75.8063	77.4192	79.0321	80.6450
39%	.6393	67.2113	68.8506	70.4899	72.1292	73.7685	75.4078	77.0471	78.6864	80.3257	81.9650
40%	.6667	68.3347	70.0014	71.6681	73.3348	75.0015	76.6682	78.3349	80.0016	81.6683	83.3350

PROFIT ON SALE	MARK UP ON COST (CENTS PER $1)	COST $61	$62	$63	$64	$65	$66	$67	$68	$69	$70
25%	.3333	81.3313	82.6646	83.9979	85.3312	86.6645	87.9978	89.3311	90.6644	91.9977	93.3310
26%	.3513	82.4293	83.7806	85.1319	86.4832	87.8345	89.1858	90.5371	91.8884	93.2397	94.5910
27%	.3698	83.5570	84.9276	86.2974	87.6672	89.0370	90.4068	91.7766	93.1464	94.5162	95.8860
28%	.3888	84.7168	86.1056	87.4944	88.8832	90.2720	91.6608	93.0496	94.4384	95.8272	97.2160
29%	.4084	86.0124	87.4208	88.8292	90.2376	91.6460	93.0544	94.4628	95.8712	97.2796	98.6880
30%	.4285	87.2385	88.6670	90.0955	91.5240	92.9525	94.3810	95.8095	97.2380	98.6665	100.0950
31%	.4492	88.4012	89.8504	91.2996	92.7488	94.1980	95.6472	97.0964	98.5456	99.9948	101.9440
32%	.4725	89.8225	91.2950	92.7675	94.2400	95.7125	97.1850	98.6575	100.1300	101.6025	103.0750
33%	.4925	90.9425	92.3350	93.8275	95.3200	96.8125	98.3050	99.7975	101.2900	102.7825	104.2750
34%	.5151	92.4211	93.9362	95.4513	96.9664	98.4815	99.9966	101.5117	103.0268	104.5419	106.0570
35%	.5384	93.8424	95.3808	96.9192	98.4576	99.9960	101.5344	103.0728	104.6112	106.1496	107.6880
36%	.5625	95.3125	96.8750	98.4375	100.0000	101.5625	103.1250	104.6875	106.2500	107.8125	109.3750
37%	.5873	96.8253	98.4126	99.9999	101.5872	103.1745	104.7618	106.3491	107.9364	109.5237	111.1110
38%	.6129	98.3869	99.9998	101.6127	103.2256	104.8385	106.4514	108.0643	109.6772	111.2901	112.9030
39%	.6393	99.9973	101.6366	103.2759	104.9152	106.5545	108.1938	109.8331	111.4724	113.1117	114.7510
40%	.6667	101.6687	103.3354	105.0021	106.6688	108.3355	110.0022	111.6689	113.3356	115.0023	116.6690

and left gives *mark-up on cost*. 3. The numbers in white at the top of each column show *cost*. The columns of numbers under costs are the *selling prices*.

Finding a selling price is the simplest use of the chart. Find the desired gross profit on the sale, or the percent of mark-up on cost you require. At the top of the columns, find the cost of the item. Move down that column until you intersect the profit or mark-up line you selected. This will give you the selling price that will produce that return.

An example:

Let's say you paid $21 for a portable radio. You want to make a profit of 37 percent on items of this sort. Running down the $21 column, you'll find the right selling price is $33.33.

You should use the same procedure for finding a selling price based on mark-up on cost. First, select the desired mark-up in the left or right hand column. Then locate your cost at the top. Then find the selling price.

Finding how much you can pay for an item and still make your desired profit. Suppose you're trying to decide whether a certain product would be a profitable item for you to carry. You know what it's selling for in your area, and you know that your business has to have a gross profit at least 37 percent on everything

COST										MARK UP ON COST (CENTS PER $1)	PROFIT ON SALE
$51	$52	$53	$54	$55	$56	$57	$58	$59	$60		
67.9983	69.3316	70.6649	71.9982	73.3315	74.6648	75.9981	77.3314	78.6647	79.9980	.3333	25%
68.9163	70.2676	71.6189	72.9702	74.3215	75.6728	77.0241	78.3754	79.7267	81.0780	.3513	26%
69.8598	71.2296	72.5994	73.9692	75.3390	76.7088	78.0786	79.4484	80.8182	82.1880	.3698	27%
70.8288	72.2176	73.6064	74.9952	76.3840	77.7728	79.1616	80.5504	81.9392	83.3280	.3888	28%
71.9284	73.3368	74.7452	76.1536	77.5620	78.9704	80.3788	81.7872	83.1956	84.6040	.4084	29%
72.9535	74.3820	75.8105	77.2390	78.6675	80.0960	81.5245	82.9530	84.3815	85.8100	.4285	30%
73.9092	75.3584	76.8076	78.2568	79.7060	81.1552	82.6044	84.0536	85.5028	86.9520	.4492	31%
75.0975	76.5700	78.0425	79.5150	80.9875	82.4600	83.9325	85.4050	86.8775	88.3500	.4725	32%
76.0125	77.5100	79.0025	80.4950	81.9875	83.4800	84.9725	86.4650	87.9575	89.4500	.4925	33%
77.2701	78.7852	80.3003	81.8154	83.3305	84.8456	86.3607	87.8758	89.3909	90.9060	.5151	34%
78.4584	79.9968	81.5352	83.0736	84.6120	86.1504	87.6888	89.2272	90.7656	92.3040	.5384	35%
79.6875	81.2500	82.8125	84.3750	85.9375	87.5000	89.0625	90.6250	92.1875	93.7500	.5625	36%
80.9523	82.5396	84.1269	85.7142	87.3015	88.8888	90.4761	92.0634	93.6507	95.2380	.5873	37%
82.2509	83.8708	85.4837	87.0966	88.7095	90.3224	91.9353	93.5482	95.1611	96.7740	.6129	38%
83.6043	85.2436	86.8829	88.5222	90.1615	91.8008	93.4401	95.0794	96.7187	98.3580	.6393	39%
85.0017	86.6684	88.3351	90.0018	91.6685	93.3352	95.0019	96.6686	98.3353	100.0020	.6667	40%

COST										MARK UP ON COST (CENTS PER $1)	PROFIT ON SALE
$71	$72	$73	$74	$75	$76	$77	$78	$79	$80		
94.6643	95.9976	97.3309	98.6642	99.9975	101.3308	102.6641	103.9974	105.3307	106.6640	.3333	25%
95.9423	97.2936	98.6449	99.9962	101.3475	102.6988	104.0501	105.4014	106.7527	108.1040	.3513	26%
97.2558	98.6256	99.9954	101.3652	102.7350	104.1048	105.4746	106.8444	108.2142	109.5840	.3698	27%
98.6048	99.9936	101.3824	102.7712	104.1600	105.5488	106.9376	108.3264	109.7152	111.1040	.3888	28%
100.0964	101.5048	102.9132	104.3216	105.7300	107.1384	108.5468	109.9552	111.3636	112.7720	.4048	29%
101.5235	102.9520	104.3805	105.8090	107.2375	108.6660	110.0945	111.5230	112.9515	114.3800	.4285	30%
102.8932	104.3424	105.7916	107.2408	108.6900	110.1392	111.5884	113.0376	114.4868	115.9360	.4492	31%
104.5475	106.0200	107.4925	108.9650	110.4375	111.9100	113.3825	114.8550	116.3275	117.8000	.4725	32%
105.7675	107.2600	108.7525	110.2450	111.7375	113.2300	114.7225	116.2150	117.7075	119.2000	.4925	33%
107.5721	109.0872	110.6023	112.1174	113.6325	115.1476	116.6627	118.1778	119.6929	121.2080	.5151	34%
109.2264	110.7648	112.3032	113.8416	115.3800	116.9184	118.4568	119.9952	121.5336	123.0720	.5384	35%
110.9375	112.5000	114.0625	115.6250	117.1875	118.7500	120.3125	121.8750	123.4375	125.0000	.5625	36%
112.6983	114.2856	115.8729	117.4602	119.0475	120.6348	122.2221	123.8094	125.3967	126.9840	.5873	37%
114.5159	116.1289	117.7417	119.3546	120.9675	122.5804	124.1933	125.8062	127.4191	129.0320	.6129	38%
116.3903	118.0296	119.6689	121.3082	122.9475	124.5868	126.2261	127.8654	129.5047	131.1440	.6393	39%
118.3357	120.0024	121.5691	123.3358	125.0025	126.6692	128.3359	130.0026	131.6693	133.3360	.6667	40%

More figures on next two pages . . .

sold to stay in the black.

Begin with the gross profit you need, and run *horizontally* across the selling price columns until you come to the price at which the product is selling in your area. Then, follow that column *up* to the cost figure at the top. If you find you can buy the item in question at or below that figure, you can safely assume you'll make the desired profit on every one of the items you sell.

An example:

You've been considering carrying outdoor grills. The model you think would move best in your store sells for about $12. Will you be able to make a profit if you sell it at that price?

Start with the 37 percent *profit* you have to make. Run horizontally across the selling price columns to the figure nearest $12. It happens to be $12.6984. If you trace that column up, you'll find that the approximate cost is $8. (Since the selling price figure was actually higher than $12, adjust your cost to compensate—for example, make the $8 closer to $7.50.)

This is the procedure you should follow, whether you work with a profit-on-selling-price system or a mark-up-on-cost system. Simply use either the profit or mark-up columns, according to which system you prefer.

Actual profit or mark-up on a sale. Let's say you've arrived at a target percent of profit or mark-up. How can you know if you've hit that target on any given

PROFIT ON SALE	MARK UP ON COST (CENTS PER $1)	COST $81	$82	$83	$84	$85	$86	$87	$88	$89	$90
25%	.3333	107.9973	109.3306	110.6639	111.9972	113.3305	114.6638	115.9971	117.3304	118.6637	119.9970
26%	.3513	109.4553	110.8066	112.1579	113.5092	114.8605	116.2118	117.5631	118.9144	120.2657	121.6170
27%	.3698	110.9538	112.3236	113.6934	115.0632	116.4330	117.8028	119.1726	120.5424	121.9122	123.2820
28%	.3888	112.4928	113.8816	115.2704	116.6592	118.0480	119.4368	120.8256	122.2144	123.6032	124.9920
29%	.4084	114.1804	115.5888	116.9972	118.4056	119.8140	121.2224	122.6308	124.0392	125.4476	126.8560
30%	.4285	115.8085	117.2370	118.6655	120.0940	121.5225	122.9510	124.3795	125.8080	127.2365	128.6650
31%	.4492	117.3852	118.8344	120.2836	121.7328	123.1820	124.6312	126.0804	127.5296	128.9788	130.3280
32%	.4725	119.2725	120.7450	122.2175	123.6900	125.1625	126.6350	128.1075	129.5800	131.0525	132.5250
33%	.4925	120.6925	122.1850	123.6775	125.1700	126.6625	128.1550	129.6475	131.1400	132.6325	134.1250
34%	.5151	122.7231	124.2382	125.7533	127.2684	128.7835	130.2986	131.8137	133.3288	134.8439	136.3590
35%	.5384	124.6104	126.1488	127.6872	129.2256	130.7640	132.3024	133.8408	135.3792	136.9176	138.4560
36%	.5625	126.5625	128.1250	129.6875	131.2500	132.8125	134.3750	135.9375	137.5000	139.0625	140.6250
37%	.5873	128.5713	130.1586	131.7459	133.3332	134.9205	136.5078	138.0951	139.6824	141.2697	142.8570
38%	.6129	130.6449	132.2578	133.8707	135.4836	137.0965	138.7094	140.3223	141.9352	143.5481	145.1610
39%	.6393	132.7833	134.4226	136.0619	137.7012	139.3405	140.9798	142.6191	144.2584	145.8977	147.5370
40%	.6667	135.0027	136.6694	138.3361	140.0028	141.6695	143.3362	145.0029	146.6696	148.3363	150.0030

sale. This discount chart can tell you quickly.

Begin with the cost of the item and run *down* that column until you find the price at which you sold the particular item. Then move either left or right across the selling price columns to find profit or mark-up.

An example:

Let's assume you bought a mixer for $16 and sold it for $22.50. If you want to find the percent of profit, start with the $16 in the cost column and move *down* to $22.5344—the figure closest to $22.50. Moving either to the left or right to the *mark-up* column, you'll find the mark-up on cost was approximately 41 percent. The profit on the sale, in the adjacent column, was approximately 29 percent from $1 to $100. Obviously, the greater number of your costs are not nice round numbers—and some will be for amounts considerably above $100. However, you can still use this chart, with either above—$100 costs or odd-numbered costs.

Numbers over $100: Every selling price has been carried out to four decimal places so you'll be able to move the decimal point and still get accurate figures when you're working with numbers above $100.

Some examples:

If you pay $150 for a washer, use the $15 column and shift the decimal place one number to the right for each selling price you're locating. The price at 29 percent profit, for example, would be $211.26. At 47.25 percent mark-up, the selling price should be $220.88.

Using the chart with fractions of dollars: Let's assume you paid $21.60 for that portable radio used in the first example. You still want to make a profit of 37 percent.

At $21 cost, the selling price would be $33.33. At $22 cost, the selling price would be $34.92. Your cost was $21.60, or 60 percent of the difference between $21 and $22, so your selling price will be 60 percent of the difference between the two selling prices.

Three steps in simple arithmetic will determine your selling price from figures on the chart, if your cost is not in round numbers:

1. Subtract the lower selling price from the higher: $34.92 minus $33.33 equals $1.59.

2. Multiply $1.59 by 60 percent or by .60: 1.59 times .60 equals .9540 or 95 cents.

3. Add the 95 cents to the *lower* selling price: $33.33 plus .95 equals $34.28. That's your selling price.

When using numbers smaller than 100, you can simplify the procedure by dropping the extra decimal places, as shown here. When using numbers greater than 100, and following the procedure described for these numbers, keep all four decimal places until an answer has been obtained, then round off the result.

If your mark-up on costs falls outside the range covered by the chart (33.33 to 66.67 percent) or if your profit on sales does not fall within the chart range of 25 to 40 percent, a wider range of profit or mark-up percentages has been printed in book form: "The Executive Time Save," published by CMI, Inc., 7742 N. Lavergne, Skokie, Ill. It contains all profits from 1 to 100 percent and all mark-ups from 5.26 to 122.22 percent.

WANT MORE INFORMATION?

USE THE READERS SERVICE CARDS

IN THE BACK OF THIS BOOK

COST										MARK UP ON COST (CENTS PER $1)	PROFIT ON SALE
$91	$92	$93	$94	$95	$96	$97	$98	$99	$100		
121.3303	122.6636	123.9969	125.3302	126.6635	127.9968	129.3301	130.6634	131.9967	133.3300	.3333	25%
122.9683	124.3196	125.6709	127.0222	128.3735	129.7248	131.0761	132.4274	133.7787	135.1300	.3513	26%
124.6518	126.0216	127.3914	128.7612	130.1310	131.5008	132.8706	134.2404	135.6102	136.9800	.3698	27%
126.3808	127.7696	129.1584	130.5472	131.9360	133.3248	134.7136	136.1024	137.4912	138.8800	.3888	28%
128.2644	129.6728	131.0812	132.4896	133.8980	135.3064	136.7148	138.1232	139.5316	140.9400	.4084	29%
130.0935	131.5220	132.9505	134.3790	135.8075	137.2360	138.6645	140.0930	141.5215	142.9500	.4285	30%
131.7772	133.2264	134.6756	136.1248	137.5740	139.0232	140.4724	141.9216	143.3708	144.8200	.4492	31%
133.9975	135.4700	136.9425	138.4150	139.8875	141.3600	142.8325	144.3050	145.7775	147.2500	.4725	32%
135.6175	137.1100	138.6025	140.0950	141.5875	143.0800	144.5725	146.0650	147.5575	149.0500	.4925	33%
137.8741	139.3892	140.9043	142.4194	143.9345	145.4496	146.9647	148.4798	149.9949	151.5100	.5151	34%
139.9944	141.5328	143.0712	144.6096	146.1480	147.6864	149.2248	150.7632	152.3016	153.8400	.5384	35%
142.1875	143.7500	145.3125	146.8750	148.4375	150.0000	151.5625	153.1250	154.6875	156.2500	.5625	36%
144.4443	146.0316	147.6189	149.2062	150.7935	152.3808	153.9681	155.5554	157.1427	158.7300	.5873	37%
146.7739	148.3868	149.9997	151.6126	153.2255	154.8384	156.4513	158.0642	159.6771	161.2900	.6129	38%
149.1763	150.8156	152.4549	154.0942	155.7335	157.3728	159.0121	160.6514	162.2907	163.9300	.6393	39%
151.6697	153.3364	155.0031	156.6698	158.3365	160.0032	161.6699	163.3366	165.0033	166.6700	.6667	40%

How Can Records Management Help You?

APPLIANCE DEALERS, particularly in smaller stores, often assume that records management is a high-sounding, costly program to be incorporated only in the operations of a mammoth department store. Such an assumption is, however, incorrect.

Records management is an objective, scientific approach to the problem of reducing error and boosting efficiency in paperwork, and it can be applied to your operations. By employing its principles and procedures, you place your reliance on known facts and tested techniques rather than on a "play-it-by-ear" approach.

Records management has two objectives: cutting errors to a minimum and improving the efficiency of all paperwork operations. When you shoot for these goals, you can tally these positive benefits:

1. You save money because each dollar spent on paperwork stretches further and lasts longer.

2. You save money by purchasing fewer pieces of equipment, such as filing cabinets, and by eliminating much of your equipment from valuable office space.

3. You reduce the overall amount of paperwork by eliminating needless operations and streamlining the necessary ones.

4. You improve the accuracy and efficiency of your office staff and cut the number of employees assigned to paperwork operations.

5. You reduce the amount of time required to supervise paperwork operations.

6. Each record that you create, process and keep meets definite standards and is easier to use.

In short, records management enables you to control the life span of every document from the time it is first created, through the various stages of its processing, down to its final disposition in your files or waste paper basket. This, you might hasten to assert, is obvious and nothing more than common sense. True, records management is grounded in common sense; but it also involves much more . . . objective procedures, scientific principles, a precise method. If you want full information on this aspect of the subject, write to: *Small Business Administration, Washington 25, D. C.* for a copy of "*Records Management in Smaller Stores.*"

Follow These Eight Checkpoints

Here's a list of questions—together with some possible answers—that you must ask yourself before you can be sure that you're getting 1) full value for your advertising dollars and 2) the flow of customers you have every right to expect in response to your ads.

DID YOU KNOW that there are 23 mountains in Colorado higher than Pike's Peak? Chances are you didn't. The reputation of Pike's Peak is a tribute to advertising.

Do your customers—or possible customers—know that your store is the best place to buy appliances? If they do—or if they don't—it's likely that your advertising program is responsible.

Do you watch with envy and sorrow when a refrigerator you're about to promote is heavily advertised in the newspaper one day and your potential market has dried up the next?

With a little care and common sense, you can make your advertising produce profits and popularity for your store.

There's really just one simple trick to it all: make sure you're getting your money's worth from every advertising dollar.

If you're not convinced you are advertising at top dollar-efficiency, here's a list of eight checkpoints that may help you straighten out your ad program:

1. Do you have a plan and a budget? When you're drawing up an advertising program for a new year, you must first decide how much you have to spend. Next, you should determine what item you want to advertise. Many factors are involved in making these two decisions—among them, the type of store you have, the clientele your store serves, and your store location. But basically, there are several budget systems everyone should use:

- Set a dollar budget figure for the year.
- Apportion this total for the various media you use (newspaper, radio, TV, direct mail, etc.)
- Break the budget down by items. Know just what you plan to spend to advertise each product. Base your figures on what sales level you want to reach for each item and on how much that item's sales contribute to your volume.
- Further divide the budget figure into months—or even weeks—by giving proper emphasis to seasonal products. Really close budget control can't be achieved until you know how much you plan to spend on advertising each product during each period.
- Try to estimate how much business each advertising campaign will produce. When the figures are in, check them with your estimate and try to determine the weak spots—in either your ad copy and timing or in the products you carry. If such business prediction is new to you, you'll probably be wrong often at first. But you'll be pleasantly surprised how quickly you begin to match estimated performance and results.

2. Are you keeping accurate records? After a promotion, when all the merchandise has been delivered and all the advertising bills are in, make a record of everything. The next time you're thinking of running a sale of the same sort, check your records. This way, you'll avoid making the same mistakes over and over again and you'll soon find out what types of advertising and promotion work for you. Here are some facts you should record:

- Planned advertising expenses for the campaign and actual expenses. Keep separate figures for newspaper, radio, television, etc.
- Ratio of gross sales and profit to advertising expense. Break down the figures for the various media.
- Total cost of individual promotions. Include advertising, gifts, gimmicks, sales expenses, cost of merchandise sold and income from the promotion. When you've run several promotions and recorded the results, compare the cost and return to your every-day advertising ratios. You'll learn a lot about which promotions are most profitable for you.

3. Are you developing a personality for your store through your ads? Before you can do this, you may have to decide for the first time just what the "personality" of your store really is.

Some stores are associated with low prices; others with dependable service. Still others are thought of as being "friendly."

Whatever the personality your store has or you decide to create, start now to make all your advertising reflect it. In this way your customers will begin to get a comfortable familiarity with your store and its ads—letting your smaller ads compete successfully with larger ones for consumer attention.

4. Are your ads suited to the occasion? Just as you shouldn't go to a white-tie affair in dungarees and a t-shirt, you shouldn't advertise a three-speed portable record player selling for $19.95 in the same tone of voice you'd advertise component stereo high-fidelity.

Similarly, the same kind of ad won't attract both factory workers and bank presidents. The tone of every ad should be matched to both the product and the audience. Again, it may take some examination of what you want your store to be before you can decide on the proper tone for your advertising. The rule of thumb here is clear: Be appropriate.

5. Are you promoting your own store? The potential customer may be able to buy GE refrigerators almost

To More Successful Advertising

Per cent of annual sales done each month, by type of store

	Type of Store				
	Appliances Radio TV	Department	Hardware	Variety Store	Home Furnishings
January	7.4	6.2	6.3	5.8	7.0
February	6.7	5.6	6.1	6.0	6.8
March	7.1	7.3	7.0	7.8	7.4
April	7.0	7.7	8.9	6.8	7.9
May	7.7	8.1	9.7	7.8	8.4
June	8.9	8.1	9.5	7.8	8.9
July	8.4	7.1	8.7	7.5	8.2
August	8.5	7.8	8.3	7.9	8.5
September	8.6	8.3	8.2	7.9	8.2
October	9.0	9.2	8.8	8.5	8.9
November	8.8	9.6	8.0	8.5	9.1
December	11.9	15.1	10.5	17.7	10.7

Source: U. S. Dept. Of Commerce, based on 1959 sales.

FIND YOUR STORE TYPE on the chart. These figures will help you apportion your budget over a 12-month period.

everywhere—and at about the same price you offer. Why should he buy from you? Whatever reason you devise, stick to it and repeat it in every ad. "We service what we sell," for example, or "We're in business to sell you what's best for YOU."

In addition to advertising your store with words, you might consider inventing a symbol to convey your identity or purpose. Mobil Gas, for example, uses a flying red horse. Prudential Insurance has associated itself with the Rock of Gibraltar. A drawing or retouched photo of your store, a drawing of the street signs at the nearest intersection, a drawing or photo of you—or even a meaningless but intriguing symbol can help glue your store's name in your customer's memory.

There are at least two other ways you can reflect and sell your store in your advertising copy. First, with the help of your local newspaper or an ad agency, pick a distinctive type face not commonly in use and stick with it. Second, use your own words as much as possible in your ads. "Canned" copy is devoid of personality or flavor.

6. Are you avoiding ad monotony? Even if you lean toward big and black ads, constant repetition will eventually dull their impact. If you always use photos to illustrate what you're advertising, try drawings for a change. If your ads are usually 90 percent illustration, try writing an ad that has quite a bit of copy in it.

Even when you vary your tone, fight the temptation to crowd too much into a single ad. Use the ads to get customer traffic. Once they're in the store, you can hit them with the whole pitch.

7. Have you tried all media? Many dealers find they get the best results from newspaper advertising. Others prefer radio spots. Still others swear by handbills. If you haven't tried everything once, you may be selling yourself short. Perhaps you should try advertising by direct mail, or television, or telephone solicitation or billboard.

When you do experiment, be sure to keep records. The one of most value to you will be costs-per-sales dollar. That will show you which kind of advertising is best for your store.

8. Are your ads strictly above-board? Unless your ads are absolutely accurate, you may be getting yourself into two kinds of trouble that lead to the same bad end—lower sales. The first kind of trouble is that customers will eventually catch on that either you don't have what you're advertising or you won't sell it to them. The second is that the Federal Trade Commission will decide you're engaging in "unfair practices" and give you a cease and desist order. Such publicity is extremely unpleasant.

To guide both customers and advertisers, the FTC publishes four booklets that you, as an advertiser, should read with considerable care. All are available from the FTC, from the Small Business Administration (see the article elsewhere in these pages), or from the HOME GOODS DATA BOOK Reader Service Card.

1. Guides Against Deceptive Pricing.
2. Guides for Advertising Allowances and Other Merchandising Payments and Services; etc.
3. Guides Against Deceptive Advertising of Guarantees.
4. Guides Against Bait Advertising.

Turn the page for an imagination-stimulating collection of special events, anniversaries, birth stones and other promotional ideas . . .

Drop Those Shopworn Promotions

MEANING OF ANNIVERSARIES

Traditional	Modern*
1. Paper	1. Clocks
2. Cotton	2. China
3. Leather	3. Crystal, Glass
4. Silk (also fruit, flowers)	4. Electrical Appliances
5. Wood (or wooden)	5. Silverware
6. Iron (also, sugar, candy)	6. Wood
7. Copper, Wool	7. Desk, Pen & Pencil Sets
8. Bronze, Pottery	8. Linens, Lace
9. Willow, Pottery	9. Leather
10. Tin, Aluminum	10. Diamond Jewelry
11. Steel	11. Fashion Jewelry & Accessories
12. Linen, Silk	12. Pearls or Colored Gems
13. Lace	13. Textiles, Furs
14. Ivory	14. Gold Jewelry
15. Crystal	15. Watches
16.	16. Silver Holloware
17.	17. Furniture
18.	18. Porcelain
19.	19. Bronze
20. China	20. Platinum
21. Silver	25. Sterling Silver Jubilee
30. Pearl	30. Diamond
35. Coral	35. Jade
40. Ruby	40. Ruby
45. Sapphire	45. Sapphire
50. Golden	50. Golden Jubilee
55. Emerald	55. Emerald
60. Diamond**	60. Diamond Jubilee

** Jan. 1, 1948 Proclamation of the Jewelry Industry Council.*

*** The 75th Anniversary traditionally was the Diamond, or Diamond Jubilee. Because so few reach it, in recent years it has become customary to celebrate the Diamond Anniversary on the 60th.*

TRADITIONALLY, the 4th year of wedded bliss is celebrated with a gift of silk. You may want to remain old-fashioned, but today, after the Jan. 1, 1948 edict of the Jewelry Industry Council, an electric appliance would be more appropriate.

FOR YEARS, thousands of dealers in thousands of cities have been pulling in customers with "White Elephant" sales and "Two-For-One" promotions.

Now, in this age of stereophonic sound and remote control color TV, many dealers are finding that the old corn is losing its impact.

If you're one of those dealers whose customers have become tired of the same old ads—and if your ad budget and ad plan is in good shape—you'll probably find that the tables on the surrounding pages offer a wealth of ideas for new and original promotions.

When you're reading the adjoining tables, keep a pencil handy. Variations to suit your circumstances are almost certain to occur to you.

Anniversary promotions:

To spice up your next sale, offer gifts to all buyers based on their wedding anniversary (or the anniversaries of their parents, in the case of unmarried customers).

Stage an "Anniversary Sale" on your next anniversary, and give each customer a memento based on which anniversary you're celebrating. You might, in addition, offer buyers gifts based on their anniversaries.

If your town or state declares an anniversary celebration, throw a promotion and celebration of your own and use one of the ideas above. Even if no formal celebration is planned, you can find out how old the town is, when it was chartered, and stage your own money-making happy birthday celebration.

Promotions with birth stones:

Establish a regular once-a-month "birth stone" promotion. Give every buyer a choice of either a man's or woman's birth stone ring with the purchase of one of your specials.

You might plan a birth stone display, if you try this promotion, worked out in cooperation with a local jeweler. Show rings for every month, with some information on each. The more valuable rings can be copies, of course.

Special-event promotions:

Throughout the years, various presidents and governors have designated

And Use Imagination In Your Ads

almost every week, month and day as "National something-or-other." These occasions offer you ideal opportunities for either humorous or serious promotions. Just a glance at the list on these pages will reveal several possibilities.

Besides their humorous possibilities, many of these occasions have natural tie-ins with your business and could materially assist in putting over a promotion.

Here's a monthly rundown of possibilities:

August • this month has been designated Annual Phonola Phun Festival. Useful if you sell Phonola products.

September • this month is American Home Lighting Fixture Month. If you sell lamps or lighting fixtures, you have a chance to capitalize on this industry effort.

October • this month is Housewares Festival Month. There will be some national promotions to that effect, and you might profitably gear your own efforts to the same theme.

If you're looking for humorous promotion material, there are many ways you can bring in these special events:

July • this is National Hot Dog Month, National Iced Tea Month and National Picnic. You can tie all three into products you sell. (Hot dog cookers, insulated bottles or picnic bags, bun warmers etc.) It's also National Sewing Month. Do you sell sewing machines?

September • This month is National Better Breakfast Month. You can tie this in with frypans, waffle irons, toasters, griddles, etc. Your tie-ins can be as simple (mentions in your ads) or as complicated (dietitians from your local or hospitals, breakfast "clinics", early openings for "breakfast" sales) as you choose.

The 23-30 of September is the Tobacco Festival in Richmond, Va. You can use a reverse tie-in, and promote air purifiers—or give away cigars to all customers.

October • this month has a Fire Prevention Week, from the 8th to the 14th. It's an ideal opportunity to promote fire extinguishers, alarm systems etc.

National Interior Design Month is another natural for appliance store promotions. It runs from Sept. 18 to Oct. 18.

More on next page

BIRTH STONES

	Traditional	Modern
January	Garnet	Garnet
February	Amethyst	Amethyst
March	Jasper	Bloodstone or Aquamarine
April	Sapphire	Diamond
May	Agate	Emerald
June	Emerald	Pearl, Moonstone or Alexandrite
July	Onyx	Ruby
August	Carnelian	Sardonyx or Peridot
September	Chrysolite	Sapphire
October	Aquamarine	Opal or Tourmaline
November	Topaz	Topaz
December	Ruby	Turquoise or Zircon

BIRTHSTONES: Traditionally, a September birthday is celebrated with the Chrysolite. Today, it's the Sapphire. This is because some stones have lost popularity or value and ancient traditions have given way to modern ones.

FLOWERS OF THE MONTH

January	Carnation or Snowdrop
February	Violet or Primrose
March	Jonquil or Daffodil
April	Sweet Pea or Daisy
May	Lily of the Valley, or Hawthorne
June	Rose or Honeysuckle
July	Larkspur or Water Lily
August	Poppy or Gladiolus
September	Aster or Morning Glory
October	Calendula or Cosmos
November	Chyrsanthemum
December	Narcissus or Holly

FLOWERS: Nothing charms the ladies more than they. Consider having a monthly ladies' day sale, where every female customer gets a corsage or boutoniere.

November • The most important day in this month is Thanksgiving. If you're careful to preserve the dignity of the occasion, many a successful promotion can be built around the day of the turkey.

December • The merchandising and promotion possibilities of the Christmas season are absolutely unlimited, of course. You might strike a new note by giving Christmas presents of your own to buyers. Above all, this is the time to remember that the tone of your ad should be suited to the occasion. There is no reason it cannot be whimsical but it should be in good taste.

There is almost no end to the uses of special events. But one paramount rule should apply to all of them: They should tie-in with a product you're selling. The more direct and logical the tie-in, the more sense your customers will make of it. When there's only a dubious connection, use it with humor.

Here's a listing of events you can tie to your promotions

JULY, 1961

Traditional Merchandising Events & Promotions:
Outdoor Living Supplies
Luggage

Number of selling days: 25
Per cent of births: 8.9
Per cent of marriages: 8.6

July is:
National Hot Dog Month
National Iced Tea Time Month
National Picnic Month
National Sewing Month

"Weeks" in July
2-8—National Safe Boating Week
3-9—National Play Tennis Week

Holidays and Special Events:
4 Independence Day
13 Nathan Bedford Forrest's Birthday (Tennessee)
14 Bastille Day (French Independence Day)
24 Pioneer Day (Utah)
25 Constitution Day (Puerto Rico)

AUGUST, 1961

Traditional Merchandising Events & Promotions:
Back-to-School
Summer Clearances
New Fall Fashions and Styles

Number of selling days: 27
Per cent of births: 8.9
Per cent of marriages: 9.7

August is:
National Sandwich Month
Annual Phonola Phun Phestival

Holidays and Special Events:
1 Colorado Day
6 Friendship Day
11-20 Illinois State Fair
14 Victory Day, or V-J Day. Also: World War II Memorial Day
19 National Aviation Day
20 International Soapbox Derby
22 West Virginia State Fair
25-Sept. 1 Ohio State Fair

SEPTEMBER, 1961

Traditional Merchandising Events & Promotions:
Home Needs and Decorating Materials
Oil Burners
China and Glassware

Number of selling days: 25
Per cent of births: 8.8
Per cent of marriages: 9.6

September is:
American Home Lighting Fixture Month
National Insulation Month

"Weeks" in September:
6-13 National Child Safety Week

Holidays and Special Events:
1-8 New York State Fair
1-9 Make-it-yourself with wool contest
1-October 31 Fall Clean-up Time
4 Labor Day
5-9 Miss America Pageant (Atlantic City, N.J.)
9 Admission Day, California
9 National Popcorn Farmers Day
12 Defender's Day (Maryland)
16 Cherokee Strip Day (Oklahoma)
16 Mexico Independence Day
17 Citizenship Day
18-October 18 National Interior Design Month
22-30 Virginia State Fair
23 First day of Fall (Conversely: Sept. 22 is the last day of Summer.)
23 American Indian Day
24 Gold Star Mother's Day
24-30 New Jersey State Fair
25-30 Arkansas-Oklahoma Fair

OCTOBER, 1961

Traditional Merchandising Events & Promotions:
Sportswear
Layaways
Draperies
Lamps and Shades

Number of selling days: 26
Per cent of births: 8.7
Per cent of marriages: 8.1

October is:
Cheese Festival Month
Let's-go-hunting Month
Shrimp Fiesta Month

"Weeks" in October:
1-7 Employ the Handicapped Week
Letter Writing Week
8-14 Fire Prevention Week
International Pizza Week
15-21 Aloha Week (Oahu, Hawaii)
22-28 National Downtown Week
22-29 National Flower Week

Holidays and Special Events:
2 Missouri Day
9 Canadian Thanksgiving Day
10 Oklahoma Historical Day
12 Columbus Day
12 Oregon Day of Commemoration
12 Discovery Day (Ind., N.D., O.)
12 Landing Day (Wisconsin)
15 National Father-in-Law Day
16-19 Alaska Day Festival
18 Alaska Day
21 Sweetest Day
30 Trick or Treat, or Beggar's Night
31 Halloween
31 Nevada Day

NOVEMBER, 1961

Traditional Merchandising Events & Promotions:
Toy Openings
Thanksgiving Needs
Election Day Sales
Veteran's Day Sales

Number of selling days: 25
Per cent of births: 8.0
Per cent of marriages: 7.8

Holidays and Special Events:
3 Father of Texas Day (Honors Stephen F. Austin)

4 Will Rogers Day (Oklahoma)
7 General Election Day
11 Armistice or Veterans Day
16 Statehood Day (Oklahoma)
23 Thanksgiving Day
23 Repudiation Day (Maryland)

DECEMBER, 1961

Traditional Merchandising Events & Christmas Promotions:

Number of selling days: 25
Per cent of births: 8.2
Per cent of marriages: 8.5

Holidays and Special Events:
6 Memorial Day (Arkansas)
7 Delaware Day
21 First day of Winter
25 Christmas
26 Second Christmas (South Carolina and Virgin Islands)
31 New Year's Eve

●

JANUARY THROUGH JUNE, 1962

Dates of many special events are not established until later this year. The 1962 special events list is necessarily limited by this fact.

JANUARY, 1962

Number of shopping days: 26
Per cent of births: 8.3
Per cent of marriages: 6.4

Holidays and Special Events:
1 New Year's Day
1 Cotton Bowl
1 Hula Bowl
1 Orange Bowl
1 Rose Bowl
1 Sugar Bowl
1 Sun Bowl
3 Alaskan Admission Day
19 Robert E. Lee's Birthday (Celebrated in Ala., Ark., Fla., Ga., Ky., Miss., N.C., S.C., Tenn., Texas)

Watch for announcement on this special "week":
Paycee Week

FEBRUARY, 1962

Number of shopping Days: 24
Per cent of births: 7.7
Per cent of marriages: 6.1

February is:
Good Breakfast Month
2 Groundhog Day
11 Thomas Edison's Birthday
11-17 National Electrical Week
12 Abraham Lincoln's Birthday
14 St. Valentine's Day
14 Arizona Admission Day
14 Oregon Day of Commemoration
15-28 Nationally Advertised Brands Week (not same promotion as Brand Names Week)
22 George Washington's Birthday

MARCH, 1962

Number of selling days: 27
Per cent of births: 8.4
Per cent of marriages: 6.4

6 Mardi Gras (Shrove Tuesday)
7 Ash Wednesday
15 Andrew Jackson's Birthday (Tennessee)
17 St. Patrick's Day
20 First Day of Spring
22 Puerto Rican Emancipation Day
30 Seward's Day (Alaska)

Watch for announcements on these special "week":
National Salesman's Week
National Television Technician's Week

APRIL, 1962

Number of selling days: 25
Per cent of births: 7.9
Per cent of marriages: 7.4

April is:
Ice Cream Month
Ladder Month
National Hobby Month
1 All Fool's, or April Fool's Day
13 Thomas Jefferson's Birthday (Celebrated in Ala., Mo., Okla., Va.)
14 Pan American Day
15-May 15 National Wallpaper Month
19-26 Jewish Passover
20 Good Friday
22 Easter

Watch for announcements on these special "week":
Bike Safety Week
National Garden Week
Hardware Week
National Retail Credit Week
National Home Demonstration Week

MAY, 1962

Number of selling days: 26
Per cent of births: 8.0
Per cent of marriages: 7.8

May is:
National Radio Month
National Bicycle Month
Clean Up—Paint Up—Fix Up Community Development Program
1 Loyalty (May) Day
13 Mother's Day
17-27 Brand Names Week (Brand Names Foundation)
20 Armed Forces Day
30 Memorial or Decoration Day (All states except Ala., Ga., Miss., S. C., federal employees only. Texas, no bank holiday.)

Watch for announcements on these special "week":
American Camp Week
National Luggage and Leather Goods Week
Michigan Week

JUNE, 1962

Number of shopping days: 26
Per cent of births: 8.2
Per cent of marriages: 13.6

June is:
Portable Radio Month

Special Events and Holidays:
3 Jefferson Davis' Birthday (Ala., Fla., Ga., Miss., S.C., Texas.)
14 Flag Day
17 Father's Day
First day of Summer

"National Retail Merchants Week" will not be scheduled for nationwide observance in 1962.

The National Retail Merchants Assn. points out that the "week" can be useful promotionally, but that no single date is equally useful in all areas.

The Association recommends that local Retail Merchant Assns. set dates that better suit local needs and organize the same promotions previously held in cooperation with the national "week".

DON'T FORGET TO

USE YOUR READERS SERVICE CARDS

IN THE BACK OF THIS BOOK

If you need a loan—and the banks are reluctant; if you're having management problems and need advice from a professional who doesn't charge a fat fee; if you want to know more about the intricacies of managing a small business; if you want to get some pamphlets that deal with business problems, contact the . . .

Small Business Administration

1. It sponsors courses for businessmen

SOON AFTER THE SBA WAS ORGANIZED in 1953, it began a series of educational programs. Today, it offers more than 1,000 courses at 330 colleges and universities all across the nation. These courses are sponsored by the college or university involved and co-sponsored by the SBA. To date, more than 31,000 small businessmen have taken advantage of this program.

A typical course would probably involve one night a week of your time. You would spend 2 or 2½ hours at each session and attend with 25 or 30 other men of a general background similar to yours. The SBA has deliberately kept the number of students small so that each can receive individual attention and assistance.

The courses each deal with a specific management problem—not vague, general difficulties. The authors of the courses recognize that dealers want practical answers, not theories. Usually, the first half of the evening is spent on a particular problem in the course. The second half is a discussion of that problem by dealers who have experienced it. Any solutions they've found, of course, are aired for the benefit of all.

No matter how well you know your business, you'll probably agree that you could benefit from the experiences of other dealers and experts in the field. For a list of the courses being offered this Fall in your area, see the box on this page. More courses are being added as more colleges and universities request SBA co-sponsorships.

Without exception, every SBA educational course for small businessmen is taught by either an experienced educator or a successful businessman.

Further information is available from:

Dr. Wilford White, manager
Office of Management, Research and Assistance
Small Business Administration
Washington 25, D.C.

These are the courses the SBA expects to sponsor this fall: **At Arizona State University,** Tempe, Ariz., a Management Seminar, **coordinated by Ralph C. Hook, Jr.; At UCLA,** a Management Seminar, **coordinated by Francis M. Fillerup;** at **Loyola University in Chicago,** a Better Management Course, **coordinated by Dr. Peter Swanish;** at **Indiana University,** a Management Program course, with **Dr. W. Haeberle presiding;** at **Northwestern University,** a Management Workshop, **coordinated by Harvey Krentzman; at Rutgers,** a course in Small Business Management, **coordinated by Frank Dee;** at **NYU,** a Management course, **coordinated by William Pearson; at Ohio State,** a Management Seminar, **conducted by Dr. William Logan. At Western Reserve University, Cleveland, Ohio,** a Cash Records course **conducted by Prof. Braden.**

Also on the SBA schedule for fall of 1961: **at Oklahoma City University,** a Business Management Course **conducted by Dean Willis Wheat;** at the **U. of Oklahoma,** a Small Business Management Course **conducted by M. L. Powers.** At the **University of Tulsa,** a Small Business Seminar **conducted by Al. L. Springfield; at Penn State,** an Executive Management course **conducted by Floyd Fischer;** at the **U. of Puerto Rico, Rio Piedras, P.R.,** a Management Course **taught by Dr. Samuel Rodriques;** and at the **University of Wisconsin,** a Management course **taught by Prof. Thomas Narus.**

2. It now offers individual guidance

One of the newest efforts of the SBA to help you is a program of free individual guidance on your particular problems. Each of the 15 regional offices has a man now assigned to spend 40 percent of his time on this program.

What type of help can he give you? Here's a list of typical subjects, prepared by the SBA:

- Compensation plans for salesmen.
- Advice on how to make a market analysis, or, whether such an analysis is feasible—and worthwhile to you.
- Causes of drops in your sales curve, either for specific products or for business in general.
- The possibility of your moving to a shopping center.
- Ways to improve your advertising.

There are specific areas he can't touch. For instance, he can't give you legal advice. And he's not intended to replace your accountant or auditor.

He can, however, advise you on how to find a lawyer, or accountant or insurance broker. He can discuss what this professional person should do for you, and can even help you obtain lists of qualified people from which you can choose.

At present, this service is limited to the 15 regional SBA offices. Plans are being made now to expand it further. Should the distance to the nearest office be too great to make it possible for you to go in person, you can use the mail to outline your problem and get answers.

3. It is best known for its low-rate loans

One of the greatest problems faced by any dealer who wants to open a small business is to get the cash or credit necessary to furnish and stock a storeroom.

Until 1953, if a small dealer couldn't get a bank loan, about the only place left for him was a loan company. And borrowing fairly large amounts from a loan company is quite expensive.

Today, however, the Small Business Administration offers the small businessman two other sources of cash.

Inside the SBA itself, there are two basic sources for borrowing money. First, the standard SBA loans; Second, loans from a relatively new offshoot of the SBA, the SBIC (Small Business Investment Companies). SBIC was developed to provide assistance to businesses that needed help but couldn't qualify under the SBA rules, and to help in geographic areas where funds were not available at all.

SBA's program of business loans is based on cooperation, not competition, with banks and other private lending institutions in meeting the credit needs of small businesses.

A large percentage of the Agency's loans are made in participation with banks from all over the country.

Because of the emphasis placed on cooperation with private lending institutions, the Small Business Administration's business loans programs do more than supply cash quickly for a dealer. They also help many dealers to establish a payment record—and a credit rating—with banks in their own towns. This makes future loans easier for these businesses.

To be eligible for an SBA loan, you must first be a "small" businessman. To the SBA, this means that you do $1-million a year or less, gross. It also means you must be independent, not an agent of a single manufacturer and not a part of a chain. (Unless, of course, the entire chair grosses less than $1-million a year.)

Credit requirements are strict, probably more so than many bank loans require because the amounts of SBA loans usually are far greater. If you apply for an SBA loan, you'll have to show that:

- Your business is basically sound.
- You have enough capital already in it so that the loan will put it on a healthy basis.
- You, personally, are of good character.
- You have good security. Life insurance, personal property, fixtures, stock and assignment of accounts receivable are not unusual requirements. If those items don't cover the entire amount of the loan, you'll need signatures of relatives or friends. The SBA says candidly it asks "all possible" collateral—and this is a true, if blunt, statement.

There are two classes of SBA loans, those for normal business purposes and those given in case of disaster.

"Normal" business loans can be for:

- Working capital
- Expansion of your business
- Building a new store
- Re-building after a fire or explosion.

"Disaster" loans can be for:

- Rebuilding your store
- Replacing your stock and/or fixtures
- Replacing or repairing vehicles
- Replacing or rebuilding your home and your personal property. (Personal property is included because the same agency handles the entire government disaster area program, and your business and personal losses can be combined and covered under a single loan.

The two most attractive features of such loans are low interest—only 3 percent—and the 20-year repayment period granted.

There are two types of disaster loans: First, to businesses in areas hit by floods, storms or great fires—those areas usually called "disaster areas." The second type of disaster loan is available to merchants in areas where long periods of natural catastrophe—drought, or constant rainfall—have ruined their businesses. In this case, the area must have been declared a "disaster area."

The main difference in the two loans is that only the latter type can be used to pay off debts incurred during or before the disaster and to provide working capital to cover large accounts receivable.

These loans are usually direct, although banks may participate if they choose. However, the very low interest rate offered by the SBA makes this extremely unlikely. Many of the normally stringent restrictions are relaxed, but not all. Repayment still has to be reasonably certain, but collateral requirements are slightly eased.

The SBA makes one point clear: The disaster program involves loans, not grants. The Administration has no authority to grant funds to restore ruined retailers to business.

Also, these loans may not cover merchandise of others being held in your store. (TV sets being repaired, for example). This point is not actually specified in SBA rules, and is usually decided in the field, when the amount of the loan is fixed. Dealers in disaster-prone areas can, however, insure against such losses.

A final point: SBA loans are available even though you have disaster insurance, if you are unable to reach a quick settlement of your claim.

Such loans include a specification that the insurance

money must be used to repay as much of the loan as it will cover.

SBA has direct and participating loans. The direct loan is made when no bank money can be obtained for your loan. SBA prefers to have a bank participate so that investigation and servicing are simplified, but will make direct loans when they seem justified and you can't get a bank to help. On a participation loan, the bank's share must be at least 10%. Under any circumstances, the SBA's share of the loan cannot exceed $350,000.

How can you get an SBA loan? Follow these steps:

First, get together all of the facts and figures on the project the loan is to pay for. The more complete this information is, the easier and quicker your loan can be arranged. Some examples of the type of information required are:

If you're thinking of a new building, include complete plans, estimates and contracts for the building. Also include terms of your present lease, financial records of your business for at least three years and a statement of your present assets, liabilities and cash.

If the loan is to provide operating capital for you, include complete financial information as outlined above.

In all cases, you should show what security you can offer. Make this as complete as possible.

Second, take all the information to your bank. Not only can the bank help put you in touch with the SBA, but you will also need proof that the bank won't handle your loan.

If you can't contact the SBA through your bank, a list of SBA regional offices can be found on page 49.

How much will an SBA loan cost? That depends on whether your loan is direct or participating, where you are located, and whether your loan is a normal business loan or a disaster loan.

For businesses in normal areas making normal business loans, the SBA rate is 5½ percent. If your loan is direct, then the entire amount will be loaned at 5½.

In areas of the country declared "high unemployment" areas, a recent change in SBA rates permits 4 percent loans. Your bank, the local Chamber of Commerce or the nearest SBA office can tell you whether your area has been included in those listed by the Labor Department as having "substantial labor surplus."

The "rule of thumb" used by the Labor Department for such designations is more than 6 percent unemployment. For a period in the early months of 1961, nearly 100 of the 150 major industrial centers were included in this list, as well as 184 smaller communities.

In participation loans, the SBA portion is at 5½ percent, and the bank portion charged at the bank's normal rate. Since this is almost certain to be higher than the SBA rate, the SBA permits repayment of the bank portion first, rather than proportioning payments according to the amounts charged in the loan. This reduces your total cost for the loan.

Normal SBA loans are made for periods up to 10 years. The time depends on your ability to repay, and is established with your repayment schedule when the loan is granted. You can, if you choose, repay earlier with no penalty. Loans for working capital usually are limited to 6 years, while loans for construction purposes may have a maturity of 10 years plus the estimated time required to complete construction.

If you closely follow the recommended procedures of applying for an SBA loan, a decision on your application will probably be rendered within three weeks. However, the time required for processing a particular application is affected by the care you have taken in preparing your loan request, the completeness of the information you have furnished, and the amount of work required for full consideration by the SBA of all elements of the application.

Generally, the Agency can act more quickly on an application for a participation loan than on one for a direct loan, because the bank which proposes to share in the loan has completed most of the necessary credit investigation before the application is submitted to the SBA.

The smaller loan requests and those for loans under the limited participation plan can be acted upon very quickly—often in less than a week after filing—since, in most cases, the local SBA office has the authority to approve or decline the applications.

The Small Business Administration business loans generally are repayable in regular monthly installments, including interest on the unpaid balance. Interest is charged only on the actual amount borrowed, and for the actual time the money is outstanding.

The interest rate on small business loans made to veterans and guaranteed by the Veterans Administration is 5¼ percent a year.

SBA participates in a limited loan plan, in addition to direct loans and regular participation loans. This plan is designed especially to assist small retail, wholesale and service establishments which are unable to pledge as much tangible collateral as is required for the Small Business Administration's regular business loans, but which have a good earnings record, competent management, and a creditable record with local banks for meeting their obligations.

The limited loans are made entirely through banks, with the banks participating in and servicing them. The SBA's share of a loan of this type is limited to $15,000 or 75 percent of the total loan, whichever is the lesser. The participating bank's share must be not less than 25 percent of the total amount of the loan and must be "new money," that is, money which is not already owed to the bank and which would be repaid out of the loan. However, short-term loans that have been outstanding no more than 6 months, or loans made for a longer term on which repayments have been made promptly as originally scheduled, may be substituted by the bank for this "new money" requirement or included in computing the bank's participation in the loan.

The maximum maturity of a limited loan is 5 years, with a monthly repayment schedule. The SBA interest rate will run between 5 and 5½ percent, while the interest rate of the participating bank can be any legal rate.

The stringent rules on loan eligibility that the SBA has established and the reluctance of some banks to enter the program resulted in a new, broader loan program.

This second loan program, called the Small Business Investment Companies, is based on loan companies licensed by the SBA. These companies are chartered by

the states in which they operate and funds are supplied jointly by the SBA and by private capital.

All SBIC loans are direct. Contact is made with the nearest office. Banks play a secondary role, if any, in this program. The loans are easier to obtain in most cases, and are available to those who have a less-than-perfect credit record.

The reason SBIC can operate in this manner is that interest rates are substantially higher. Rates are pegged at or near the maximum legal rate in each area. This can be as much as 10 percent—compared to the 5½ percent the SBA charges under its own auspices.

When do you go to the SBA and when do you go to the SBIC? Both agree that this is a fair evaluation: You go to the SBIC when:

- Your credit rating is lower than average.
- You will need as many as 20 years to repay.
- When the situation or conditions of your loan are not tempting to a bank. (This is called being "not bankable." Elements of risk or speculation are the commonest "not bankable" conditions.)

The number of SBICs is growing at a rapid pace and your bank can probably put you in touch with one in your area. As a matter of fact, your bank may participate in an SBIC. Many banks are starting such ventures under the program so that they can offer more complete financial services to their customers.

4. And it publishes many useful booklets

The already-impressive library of useful literature published by the SBA is constantly being expanded. Most of the material is free.

By writing to your nearest regional SBA office, you can both obtain an order form for existing literature and can be added to the mailing list for notification on new materials.

Here is a list of typical material available:

Small Marketers Aids

No. 6: Building Sound Credit Policies for Small Stores
No. 10: Diversification Pointers for Small Marketers
No. 17: How the Department of Justice Helps Small Business
No. 18: Front Office Courtesy Pays
No. 19: Fundamental Records for Small Marketers
No. 20: Buying a Small Going Concern
No. 22: Term Loans in Small Business Financing
No. 24: Small Business and the Federal Trade Commission
No. 25: Are You Kidding Yourself About Your Profits?
No. 26: Stock Management in Small Stores
No. 27: Public Relations for Small Business Owners
No. 28: Profitable Buying for Small Retailers
No. 29: Basic Accounting for Small Partnerships
No. 30: Are Your Merchandise Lines Paying Their Rent?
No. 31: How Big Companies Help Small Marketers
No. 32: Methods for Improving Off-Season Sales
No. 33: Credit and Collection Controls for Small Marketers
No. 34: Cost Control Pointers for Small Marketers
No. 35: Personnel Control for Small Marketers
No. 36: Picking an Auditor for Your Firm
No. 37: Managing for Better Morale
No. 39: Balanced Skills: Measure of Effective Managers
No. 40: Reducing Stock Shrinkage in Small Firms
No. 41: Is Your Store a Sales Builder or Barrier?
No. 42: FTC and Guides Against Deceptive Pricing
No. 43: How Better Business Bureaus Help Small Business
No. 44: Business Ethics and Small Marketers
No. 45: Will Self-Service Boost Your Profits?
No. 46: Essential Personal Qualities for Small Store Managers
No. 48: Controlling Your Business Future
No. 49: Improving Collections from Credit Sales
No. 50: Break-Even Point Studies for Small Marketers
No. 51: Innovations—New Ideas As a Source of Profit
No. 52: Are You Really Service-Minded?
No. 53: Is Your Staff Service-Minded?
No. 54: Store Modernization Check List
No. 55: How Good Are Your Servicemen?
No. 56: Advertising for Profit and Prestige
No. 57: Boost Profits by Cutting Markdowns
No. 59: Common Sale and Payment Terms
No. 60: Sales Promotion Pointers for Small Retailers
No. 61: Using Weather Services in Your Business
No. 62: Effective Salesmanship in Small Service Firms

Small Business Bulletin

No. 7: Advertising — Volume and Expenditures
No. 8: Operating Costs and Ratios —Retail
No. 10: Retailing
No. 12: Statistics and Maps for National Market Analysis
No. 13: National Directories for Use in Marketing
No. 15: Recordkeeping Systems Small Store and Service Trade
No. 16: Store Location
No. 18: Basic Library Reference Source for Business Use
No. 20: Advertising—Retail Store
No. 21: Variety Stores
No. 23: Training Retail Salespeople
No. 26: Gift and Art Shops
No. 27: Shopping Centers
No. 28: Retail Store Hours
No. 29: National Mailing-List Houses
No. 30: Voluntary & Coop Chains

Management Aids for Small Business

No. 32: How Trade Associations Help Small Business
No. 46: How to Analyze Your Own Business

More SBA on the next page . . .

These case histories show how the SBA works

1. Loan to provide working capital:

The dealer concerned was quite small, but considered by his bank to be a good merchant and a good credit risk. He had borrowed smaller amounts from the bank, and one was still outstanding. It was to be repaid with the SBA loan. Here are the borrower's vital statistics:

Established: Late 1957

Grosses: $5,000 for three months in 1957.
$26,500 in 1958.
$29,000 in 1959

Assets: Furniture and fixtures: $5,600
Merchandise (at cost): $19,000
Shop supplies: $1,000
Accounts receivable: $2,400
Cash on hand: $435

Liabilities: $16,300

This dealer had a net worth of $12,000, and wanted to borrow $14,000 for five years. His bank said it could not handle such a loan.

First request was made on May 10, 1960, and the loan was paid out on June 15, 1960. The SBA put up 75 percent of the loan and the local bank 25 percent. Arrangements were made for the bank to be repaid first.

Security: First mortgage on all furnishings and fixtures. Liens on accounts receivable and stock of the store. Also, a $10,000 life insurance policy was put up by the dealer.

Repayment: $281 per month, starting two months after the loan was granted. The bank and the SBA reviewed the dealer's operation and helped him work out a $200 per month savings in other expense (delivery costs, etc.) so that repayment could be more within his means.

Total interest cost: $2,860 over the five-year period. The SBA's 75 percent was loaned at 5½ percent, the bank's 25 percent was at 7 percent.

Other factors: To speed paper work, this dealer included an exact statement on how the entire amount was to be used: repayment of his bank loan, notes to suppliers, accounts payable and his newspaper advertising debts.

The investigation for the SBA was made by the bank a normal step. This is why the SBA prefers participation, rather than direct loans.

Finally, the amount the dealer could withdraw for salaries and profits was limited by agreement with the bank and the SBA, and any increases in profits were to be used to repay the loan.

2. Loan to build a new store.

This dealer was larger, and had been in the field for 13 years. He had a good credit and profit-making record —13 percent net in 1959—but was hampered by an old, unattractive building that he leased.

Vital statistics:

Amount of loan: $38,000 (asked and received).

Total Assets:	$48,143
1957 sales:	$57,000
1958 sales:	$64,700
1959 sales:	$69,600

Type of loan: Participation, with 90 percent put up by the SBA and 10 percent by the bank. Interest was 5½ and 6½ percent. The loan was for 10 years, but repayment was waived until the building was completed (five months).

Collateral: Assignment of life insurance, first mortgage on the building, stock and fixtures, and assignment of a lease on office space in the new building.

When the application was made, information included building plans; contractor's written estimates and contracts for everything; a complete financial statement; a bank recommendation, and a copy of the lease for the rentable office space.

Repayment: $415 per month. Repayment was reasonably assured, since the dealer was paying $500 per month rent on his old building.

The dealer agreed to a limitation on his salary and profits until the loan was repaid. This is a normal provision, one you can expect.

3. Loan to rebuild a store destroyed by fire.

This dealer had purchased a going business after the death of the owner. He bought it in 1956, and had eight years' experience in the field at that time. The building burned down in March, 1960.

Statistics:

Amount asked: $20,000

Actual loan: $18,000

Three-year sales:

1957—	$102,000
1958—	$119,000
1959—	$127,000

Type of loan: Direct, at 5½ percent interest.

Although the building being built was to cost $32,000 and the amount asked $20,000, the SBA still reduced the amount actually granted because it felt this dealer could contribute more to the project.

The loan was to be repayed at $235 per month, with the normal limitations on salary and profit during that period.

In addition to his own life insurance and a first mortgage on the building, fixtures and stock, this loan was also secured by two additional guarantors, one a relative.

The dealer was required to contract for clearing the burned property ($3,400) before the loan was granted.

This example illustrates a typical problem: obtaining loans this size for longer than five years. The SBA is one of the dealer's few alternatives when banks refuse to grant loans of this type.

The page at right lists the various Regional and Branch offices of the SBA →

LISTING OF FIELD OFFICE ADDRESSES FOR THE U.S. SMALL BUSINESS ADMINISTRATION *(Regional Offices in Extra Bold Face)*

BOSTON, MASSACHUSETTS
Sheraton Building
470 Atlantic Avenue
Mr. Edward J. Stewart
Regional Director

Augusta, Maine
116 State Street
Mr. George B. Coffin

Concord, New Hampshire
Du Bois Building
72 North Main Street
Mr. James J. Crane, Jr.

Montpelier, Vermont
79 Main Street
Mr. Gordon W. Morris

Providence, Rhode Island
Room 310, Smith Building
57 Eddy Street
Mr. Anthony S. Stasio

NEW YORK 4, NEW YORK
42 Broadway
Mr. Arthur E. Long
Regional Director

Hartford, Connecticut
44 Gillett Street
Mr. Charles C. Foster

Syracuse, New York
Chimes Building
500 So. Salina Street
Mr. Norbert J. Finkler

PHILADELPHIA, 7, PENNSYLVANIA
Jefferson Building
1015 Chestnut Street
Mr. William H. Harman
Regional Director

Pittsburgh 22, Pennsylvania
Fulton Building
107 6th Street
Mr. Fernand A. Thomassy

RICHMOND 20, VIRGINIA
900 No. Lombardy Street
Mr. Clarence P. Moore
Regional Director

Baltimore 2 ,Maryland
611 Calvert Building
Fayette & St. Paul Streets
Mr. Meredith R. Hoffmaster

Charlotte, North Carolina
1116 Independence Building
102 W. Trade Street
Mr. Robert B. Horning

Clarksburg, West Virginia
Old Post Office Building
227 West Pike Street
Mr. Delbert E. Williams

Columbia, South Carolina
Room 103, Universal Building
1745 Sumter Street
Mr. Howard M. McKenzie

Washington, D. C.
Room 577A, Lafayette Building
811 Vermont Avenue, N. W.
Mr. Arthur H. Doll

LOS ANGELES 13, CALIFORNIA
Ohrbach Building
312 W. 5th Street
Mr. Donald E. McLarnan
Regional Director

Phoenix, Arizona
Central Towers Building
2727 No. Central Avenue
Mr. Thomas C. Kane

DETROIT 26, MICHIGAN
232 West Grand River Avenue
Mr. Einar Johnson
Acting Regional Director

ATLANTA 3, GEORGIA
90 Fairlie Street, N. W.
Mr. James F. Hollingsworth
Regional Director

Birmingham, Alabama
Room 206, Exchange Building
2109 Fifth Avenue North
Mr. Fred H. Foy

Jackson, Mississippi
511 East Yazoo Street
Mr. George A. Feild

Knoxville, Tennessee
417 Fidelity Bankers Trust Co. Bldg
502 South Gay Street
Mr. Roger Larson

Miami 32, Florida
301 Huntington Building
168 Southeast First Street
Mr. James D. Carpenter

Nashville 3, Tennessee
Sudekum Building, Suite 410
6th Avenue and Church Street
Mr. Curry K. White

Santurce, Puerto Rico
P. O. Box 9442
1064 Ponce de Leon Avenue
Mr. Antonio Yordan

CLEVELAND 13, OHIO
Standard Building
1370 Ontario Street
Mr. James G. Garwick
Regional Director

Louisville 2, Kentucky
1900 Commonwealth Building
Fourth and Broadway
Mr. Richard B. Blankenship

CHICAGO 3, ILLINOIS
Room 430 Bankers Building
105 West Adams Street
Mr. William H. Kelley
Regional Director

Des Moines, Iowa
Paramount Building
507 W. Grand Avenue
Mr. Kenneth B. Fairall

Indianapolis 4, Indiana
Room 721
Farm Bureau Insurance Building
130 East Washington Street
Mr. Earl W. Merry

Madison, Wisconsin
Commercial State Bank Building
114 North Carroll Street
Mr. Robert W. Davis

MINNEAPOLIS 2, MINNESOTA
Lewis Building
603 Second Avenue South
Mr. Robert C. Alm
Regional Director

Fargo, North Dakota
American Life Building
207 North Fifth Street
Mr. Paul W. Olander

Sioux Falls, South Dakota
Leaders Building
109½ North Main Avenue
Mr. Edwin Jenison

KANSAS CITY 6, MISSOURI
Home Savings Building
1006 Grand Avenue
Mr. C. I. Moyer
Regional Director

Omaha 2, Nebraska
207 Farm Credit Building
206 South 19th Street
Mr. Lyle S. MacKenzie

St. Louis 1, Missouri
Room 318, U. S. Customs House
815 Olive Street
Mrs. Ruby Koelling

Wichita, Kansas
215 Board of Trade Building
120 South Market Street
Mr. Vernon F. Coss

DALLAS 2, TEXAS
Fidelity Building
1000 Main Street
Mr. Chris W. Ferguson
Regional Director

Houston 2, Texas
Veterans Administration Building
1424 Hadley Street
Mr. Henry A. Schumacher

Little Rock, Arkansas
620 Rector Building
405 W. 3rd Street
Mr. William F. Struby

Lubbock, Texas
Room 212, Veterans Adm. Bldg.
1616 19th Street
Mr. Jack Teddlie

New Orleans 12, Louisiana
Federal Office Bldg.
610 South Street
Mr. Justin Green

Oklahoma City 2, Oklahoma
Bankers Service Life Bldg.
114 No. Broadway
Mr. Owen C. Jones

San Antonio, Texas
412 Kallison Building
434 So. Main Avenue
Mr. W. E. Woodman

DENVER 2, COLORADO
Railway Exchange Building
909 17th Street
Mr. Harold R. Smethills
Regional Director

Albuquerque, New Mexico
U. S. Court House, Rm. 102
5th and Gold Avenue, S. W.
Mr. Raymond A. Melton

Salt Lake City, Utah
412 Kearns Building
136 South Main Street
Mr. Ross S. Tyson

SAN FRANCISCO 5, CALIFORNIA
525 Market Street
Mr. Edward L. Turkington
Regional Director

Honolulu, Hawaii
Finance Factors Building
195 South King Street
David K. Nakagawa

SEATTLE 4, WASHINGTON
Smith Tower, Room 1206
506 Second Avenue
Mr. Neal E. Tourtellotte
Regional Director

Anchorage, Alaska
P. O. Box 1253
Mr. Willard A. Oftedal

Boise, Idaho
910 Main Street, Room 214
P. O. Box 933
Mr. Robert M. Hurlbut

Helena, Montana
Room 412, Power Block
Corner Main & 6th Avenue
Mr. William T. Beaumont

Portland 4, Oregon
600 Lincoln Building
208 S. W. Fifth Street
Mr. John G. Barnett

Looking For Additional Profit?

DEALERS SURVEYED—%

Product	% Now Selling			% Considering Selling		
	1958	1959	1960	1958	1959	1960
Power tools	28.6%	23	26	4.2	3	3
Air purifiers	....	19	28	...	4	5
Floor polishers	....	50	58	...	4	3
Range hoods	....	35	47	...	5	4
Water softeners	....	13	12	...	5	2
Lawn furniture	20.1	24	27	1.5	3	3
Power mowers	38.1	35	38	2.5	5	4
Barbecuers	26.8	26	28	2.7	3	3
Bicycles	17	18	19	2.1	2	2
Boats	6.8	7	4	2.7	4	3
Paint	20.8	21	24	1.2	2	2
Organs	....	13	16	...	7	4
Kitchen ware	22.8	23	23	2.1	2	2
Ironing tables	38.8	42	36	1.5	1	1
Laundry supplies	24.4	20	25	1.8	2	1
Kitchen cabinets	38.3	37	38	2.7	3	2
Kitchen sinks	40.8	35	37	2.3	4	2
Coffee makers	25.4	26	27	1	1	1
Food slicers	24.2	23	21	1	1	1
Kitchen stools	25.8	27	25	1.5	1	1
Dryer racks	24.2	25	23	1	1	1
Carpet sweepers	30.5	34	40	2	2	2
Rug shampooers	18.5	24	31	1.8	2	2
Floor coverings						
Hard surface	17.2	22	24	.7	2	2
Soft surface	15.3	18	21	1	2	1
Indoor furniture	17.8	24	24	1.7	3	3
Lighting fixtures	34.4	30	30	1.2	3	3
Bulbs and tubes	....	55	52	...	2	2
Sewing machines	18.8	24	16	2.3	3	2
Bathroom scales	35.4	34	31	1.8	1	1

HOW DEALERS FEEL: These figures have been compiled over a period of three years by an exclusive Electrical Merchandising Week survey of appliance dealers all over the country to determine the direction of product diversification.

Consider Adding a Product

If your old lines aren't paying off the way they should, or if the center of town has shifted away from your store, or if you simply want to make more money, you should examine the possibility of product diversification—its good points and its pitfalls . . .

WITH DRUGSTORES SELLING FLOORPOLISHERS and supermarkets selling housewares, many an appliance dealer has decided to add a few new profit-making items to his sales floor.

Today, many appliance stores are beginning to resemble the old-fashioned general store, selling everything from electric organs to typewriters. Electrical Merchandising Week has been studying this move toward diversification for three years. Some of the highlights of that study are shown on the facing page.

What products are the country's appliance dealers adding to their sales floors?

Perhaps the most outstanding trend is the move toward selling floor care products. In 1959, fully half of the dealers queried by EM Week sold floor polishers. By 1961, only two years later, that number had risen 16 percent, to a total of 58 percent of the responding dealers.

Carpet sweepers and rug shampooers have experienced similar increases. Since the original survey in 1958, both sweepers and shampooers have shown a steady growth.

The number of dealers carrying air purifiers has increased tremendously since 1959. In that year, 19 percent of the nation's appliance dealers sold air purifiers. Today, they're sold by 28 percent of the dealers.

Industry observers expect this figure to rise even higher in the coming years, for two reasons:

First, more makers of purifiers are entering the field. They will advertise and promote their product, making even more people familiar with the air purifier. For this reason, dealers can expect to be getting more requests for the item.

Second, purifiers are being designed to do more jobs. In many cases, families will want to own a portable unit for general use, another unit that functions as a range hood, and perhaps even a third purifier, for the bathroom or the basement.

Electric organs is a third product that seems to show promise in the trend toward diversification. Although there was only a small increase in the number of dealers selling them—from 13 percent to 16 percent—1960 was a comparatively "off" year for organs, and the increase, though slight, may indicate substantial growth in the near future.

Among the products that have slipped back in the diversification derby are sporting goods and related products. Outboard motors and boats have been sold by fewer merchants in 1960 than in 1958 and 1959, despite steadily increasing consumer interest. Bicycles are the only product in this area to show an increase, and it was slight.

Another type of floor product has experienced an increase in dealer representation every year: hard and soft-surfaced floor coverings. The number of dealers carrying paint has also been going up through the years.

One product held steady, despite a number of reports of dealer disenchantment: kitchen cabinets and sinks, the latter having weathered a slight lag in 1959.

Here are the PROS and CONS of product diversification

To diversify or not to diversify—that is the question of the day.

Take the case of Joe Doakes, an appliance dealer who does around $85,000 a year in a small town in upstate New York. He's been in business 12 years and employs a truck driver and a salesman. He manages the store, does some selling and his wife does the bookkeeping.

For the first nine years of his business life, Doakes did fairly well. He had a few good lines and sold only major items of white goods and brown goods—didn't bother with the "small stuff."

But, since 1958, he had had trouble keeping out of the red. Lately, the only people coming into the store were those who had payments to make.

"What we need," Doakes told his wife one night, while she closed out an almost empty cash drawer, "is a new product to sell."

"Like what?" his wife asked, skeptically.

"Like boats," he answered reflectively. "They're a big-ticket, big-profit item."

"They're only big-profit if we sell any," said his spouse. "And remember, the closest water here is the Finger Lakes, and they're almost 100 miles away."

Will Doakes add boats to his selling floor—and have to move half of his refrigerators back into storage?

Pretty obviously, Joe Doakes had better keep boats out of his store. But what if he had thought of sinks and kitchen cabinets? Or power tools?

Perhaps Joe Doakes, in thinking about diversification,

was unconsciously convinced his market was saturated with refrigerators, freezers and television sets. If so, would the market be any less saturated with boats—or sinks or power tools?

Put yourself in the picture. The chances are fairly good you're considering adding a product or two right at this moment.

If so, don't invest in the first product your intuition OKs. Ask yourself these questions: Will diversification actually help me? Is this the right moment for it? How can I choose the item that is right for my operation.

Will diversification help you? The first thing you must determine to answer this question is what has gone wrong for you. When Joe Doakes considered adding boats to his stock, he was only trying to directly cure a symptom—falling sales. He didn't ask himself why his sales were falling.

He should have started—and you should start—by first checking the condition of your store. If your store is dingy, or if your location is no longer in the midst of a shifting traffic stream, the only way to cure the symptomatic profit decline is to treat the disease—remodel or relocate. Don't add products and problems.

If your store and location are good, then check your accounting and operating methods. (All of these items are covered in articles on these pages). Compare your sales costs, your rent, your utility costs and general overhead to the national averages. If that's your trouble, correct it. Diversification is the kind of step that will only add to troubles of this sort.

Next, compare the sales performance of your store over the last few years with national averages and averages for your own area. (These can be found in ELECTRICAL MERCHANDISING WEEK each week.)

If sales in your area generally are up for the products you sell, but yours are down, this may be a tip that your operation needs attention, not diversification.

Finally, examine your advertising expenses and the ads themselves. Have you been doing as much advertising as you should? Too much? Is it good advertising? Again, the DATA BOOK has an article discussing all phases of advertising.

Here's a general rule: if you have a business that's basically sound, but having troubles because of dropping sales curves for the products you handle, diversification can help. If you're having troubles because of sloppy management, bad merchandising, inept advertising, dingy displayrooms, or bad location, fix these troubles—don't diversify.

Is this the right time to diversify? If you're thinking about adding a definitely seasonal product—air conditioners, for example—don't do it in the middle of the season or after it's over. The right time to add seasonal products to your inventory is just before the season opens.

Aside from the obvious seasonal considerations, you should consider the economic climate in your area. If the city where Joe Doakes ran an appliance store was in the midst of a mild recession, he'd be foolish to add boats to his inventory. First, they're expensive—at a time when his potential customers are wary of any expense. Second, they're a luxury—when even the purchase of necessities can be a hardship. This is an exaggeration, of course. But the principles can be applied to your business.

How can you choose the right item? Every new product you add will be that much more work for you. You'll have to shop the manufacturers, read the catalogs, and merchandise the merchandise. And if you're making a sizable investment, you can't afford to give any new product any less than your best efforts.

Will your diversification product coincide with your busiest time of the year? It shouldn't. Ideally, any new product you add to your sales floor should spread your work load more evenly—as well as promising more traffic and more profit.

Can you afford it? Any additional product will take additional money, even if you only plan to stock a few floor samples so you can collect orders. Usually, there's more to additional expenses than that. For one thing, your advertising and promotion budgets are likely to increase. There's little use carrying a new product if nobody knows it. You may need a new salesman—one who specializes in that particular product. You may need display cases. In addition, you should remember that, when you add a new product, you are sacrificing some floor space. Will you be gaining more than you'll be losing?

Cash on hand, or readily available, is an absolute must. When you're considering adding a new product to your inventory, try to figure the maximum and the minimum amount of cash you'll need—then be sure you have enough cash free to cover the maximum figure.

Are you ready, personally? If you store and your budget seem capable of standing the strain of a new product, there is still one last judgment you must make: Are *you* ready?

Diversification can bring new responsibilities with it.

For example, if you add a major new product, you may be obliged to add some hours to your working day, at least until the project is running smoothly.

When everything is ship-shape, you'll probably be able to pass along these duties to others. You'll have to be ready with personnel, of course.

The addition of new products brings an attendant danger that is certainly most difficult for any store owner to avoid: management dilution. The success of most small businesses depends on the completeness of control exercised by the manager on all operational phases. The more items that slip through his fingers, the more that's likely to be bungled. Diversification—particularly if the product added is an important one—will take any manager's attention away from his primary duties.

Finally, you and your family must face the possibility that more of the time you now think of as "family time" may be taken by the new project. If this can be arranged and accepted, and if you've been able to answer yes to all of the other questions that diversification brings up, then the next move is yours.

One last word of caution: Remember, if you're making a major investment (like Joe Doakes, should he decide to start selling boats), your business fortunes will rise or fall with the success of your gamble. Make sure you know all the facts before you start the wheels in motion.

Here's a 21–Point Checklist To Help You When You Diversify

Choosing a product that will make for a profitable diversification is not a simple process. The HOME GOODS DATA BOOK has prepared a list of 21 questions to help you make sure you have the right item in mind.

To answer each question, you'll have to do a little research. But your efforts will pay off in money well spent and in additional earnings.

To show you exactly how to do it, we've taken water softeners as the product being considered. After each of the basic questions, you'll find the answer for water softeners in italics. Just as easily, we could have chosen cameras or kitchen sinks.

1. Has the product reached saturation? If most of your potential customers already have it, and only a replacement market still exists, will the addition of this product materially increase your profits?

Finding the saturation point is not as complicated as it might seem. Data on 30 products is given in the chart on pg. 50.

For water softeners, for example, the saturation point is now hovering between 7 and 8 percent. Experts say that at 15 percent saturation, customers begin to walk in and ask for a product. Below that point, the product either is not well-known or not well-accepted.

2. What is its growth potential? Even though a product has a low saturation point, you should still determine whether it will ever achieve mass sales.

For the water softener, 1960 sales were 400,000 units. The 1963 anticipated sales: 850,000 units. Even allowing for industry exaggeration, there seems to be good growth potential in this item. Best of all, almost 50 percent of water softener sales are in the high-end.

3. Is it strong in your area? Utility rates, climate factors, economic levels, living habits and social customs all must be considered when answering this question.

Water softeners are in demand when an area has "hard water," or water full of mineral content. Such information is usually available from the city surveyer.

4. Will you have a lot of competitors? If so, will you have some sort of advantage over them?

With any product, water softeners included, the number of competitors will vary widely. Look in the classified directory, for a start.

5. Are your competitors selling low? . . . making a price football out of the item? If they are, do you want to add another low-margin item to your inventory.

In the case of water softeners, there has been little price-cutting as yet.

6. Are franchises available? Have the manufacturers engaged in rigid price policing?

Water softener manufacturers don't always offer franchises and about half don't do any price policing.

7. What's the peak selling period? One of the serious tests of a new product is that it add balance to your selling calendar. It should peak in a period that is now a low.

This is the pattern of monthly sales of water conditioners for the past two years:

	Jan.	Feb.	March	April	May	June
1959	7%	6%	9%	11%	8%	7.5%
1960	7%	7.5%	8%	8.5%	8.5%	7%
	July	Aug.	Sept.	Oct.	Nov.	Dec.
1959	9%	7%	10.5%	10.5%	7.5%	7%
1960	10%	7.5%	11%	10%	8%	7%

8. How much floor space will it take? If you're jammed already, you'll want something you can either hang from the rafters or sell by photo.

Water softeners take very little floor space. One successful dealer in Ohio (who expects to sell 300 units in 1961) says he gives it no floor space at all.

9. Is floor-plan financing available?

For water softeners, this will depend on the distributor.

10. Is the product sold by the factory? Or through a distributor? A factory representative can be a big help if service problems arise.

Water softener manufacturers offer both types of distribution.

11. Will the distributor give you service after the delivery is made? Talk to other dealers in your area. Learn as much about the distributor as you can.

In the example we've taken, water softeners, the answer, of course, would vary with each distributor.

12. Is co-op money available from the manufacturers of this product? From all, or from some? For just the beginning or continuously?

Some water softener manufacturers give co-op money. The Ohio dealer discussed above spends about $200 per month (about half his total budget) and gets a per-unit allowance from the manufacturer.

13. Will you need a financing plan for customers? Because the product price is high, does the manufacturer you plan to buy from help with this problem? Get firm commitments before you spend your first dollar.

Some water softener manufacturers help, others

do not. This is a problem you should solve completely before you order anything.

14. Is technical service knowledge required? Do you have such specialized knowledge? Will you have to invest in specialized service tools or equipment? Does the manufacturer or distributor help with service? Can you turn all service over to a local outlet on a contract basis?

With water softeners, specialized knowledge is needed, but not necessarily on the part of a dealer. The service can be sub-contracted—cutting profits, of course. Good working knowledge of plumbing is the basic need.

15. Will there be delivery problems? Or installation problems you don't have today. If so, solve them before you order a single unit.

Water softeners offer no special delivery problems, but do require specialized installation, as described in the answer to question 14.

16. How is the product sold? From your floor? Door-to-door? By mail? Do you have experience in such selling? If specialized knowledge or training is required, does the manufacturer or distributor offer it? How long does it take to learn? Who pays? Will the selling problem help or hurt your present operation?

Water softeners are nearly all sold door-to-door. Home demonstrations, usually in the evening hours, are required. You can get training help from some manufacturers. In at least one case, such help is extensive, including courses and an excellent step-by-step how-to booklet.

17. What's the mark-up?

In water softeners, the mark-up is anywhere from 50 to 100 percent. The Ohio dealer mentioned earlier gets an 80 percent mark-up on high-end softeners and a 20 percent mark-up on low-end merchandise. He expects his gross profit for 300 units to be sold this year will run about $45,000 or $50,000.

IN BRIEF: 21 Point Checklist

1. Has the product reached saturation?
2. What is its growth potential?
3. Is it strong in your area?
4. Will you have a lot of competitors?
5. Are your competitors selling low?
6. Are franchises available?
7. What's the peak selling period?
8. How much floor space will it take?
9. Is floor-plan financing available?
10. Is the product sold by the factory?
11. Will the distributor give you service?
12. Is co-op money available from manufacturers?
13. Will you need a financing plan for customers?
14. Is technical service knowledge required?
15. Will there be delivery problems?
16. How is the product sold?
17. What's the mark-up?
18. What about an association?
19. Is the product a traffic producer?
20. Any trade magazines covering the product?
21. Is it a good product for appliance stores?

18. What about an association? Is there one for the makers of this product? Is there an association for dealers who sell the product? What information and selling help can a new dealer get?

There are two associations that have to do with water softeners, one for manufacturers, one for dealers. Both offer extensive help in selling. The saturation and sales peak statistics used in this article, for an example, were supplied by the manufacturer's association, the Water Conditioning Foundation, 1201 Waukegan Rd., Glenview, Ill. They'll have a 12-lesson correspondence course on water softening ready soon, and are working on a financing deal to be made available to dealers who can't work this out for themselves.

The Water Conditioning Association International, a dealer association at 325 W. Wesley, Wheaton, Ill., has a 16-mm film and a selection of sales-aid booklets on selling softeners, and conducts management seminars on selling them.

19. Is the product a traffic producer?

Since water softeners are sold door-to-door, you'll probably have little or no additional store traffic if you take them on.

20. Any trade magazines covering this product? If so, study the back issues to give you further information on the product you're considering.

In the case of water softeners, you needn't stray far from home for additional information. Electrical Merchandising Week, publisher of the DATA BOOK, has been covering this field for years. For other products, check the Standard Rate and Data Service issue in your local library.

21. Is it a good product for appliance stores? Will it compete for the same dollars your customers are now spending on appliances? Will sales lead to additional appliance sales.

Can you sell water softeners? Well, some dealers can—and make real money. It helps with laundry, dishwasher and water heater sales—even helping you spot replacement sales. In turn, sales of these appliances can lead to water conditioner sales.

In addition to questions on the product, there are some questions you should ask of yourself:

- Will technical ability be needed in this project? Do I have it? Can I learn it?
- What will the project do to my time schedule? Will I have to neglect my present affairs?
- Do I have anyone in the organization capable of assuming some degree of management to free some of my time for the new project?
- Can I learn or do I know any specialized selling techniques that must be mastered?

These are the most important questions you should answer for yourself before diversifying. If all of the questions yield satisfactory answers, chances are you've chosen wisely and well.

Here's How to Establish A Perpetual Inventory System

If you set up a perpetual inventory system, you'll have what amounts to a written guarantee that you have the merchandise you're selling, your employees aren't stealing from you, and you'll always have enough of seasonal items.

LET'S SUPPOSE YOU SELL an electric range to a customer who wants it by next Tuesday, because relatives are coming. According to your recollection, you have two of them in the warehouse.

Comes Monday and time for delivery and the warehouse is bare. You call Mrs. Smith with your plaintive story. She listens politely, asks for her $5 deposit back and, about a half hour later, you see her walk out of your competitor's store across the street, smiling the smile of a satisfied customer.

What happened? If there had been method to your inventory system, rather than memory alone, you might have been able to get the range from the distributor in time to meet Mrs. Smith's Tuesday deadline.

But the trouble may not have been just faulty memory. Your truckdriver's wife may now be cooking on an electric range, unbeknownst to you. Or you just may have two electric ranges in the warehouse, collecting dust, buried behind six two-door refrigerators.

Embezzlement and storage errors are only part of a larger scheme of disorganization and chaos that can attack your inventory.

Fight fire with fire. With a rather simple plan, you can not only be sure you'll be able to deliver the goods, but you can also do some planned buying for the coming months.

Here's the way to do it:

1. Figure out a month-by-month calendar showing estimates of your sales by product. This can be done by examining past performances and allowing for economic conditions in your area.

2. Take a physical inventory of your warehouse, listing each item, by model number, on a file card. Put the bookkeeper in charge of the file, or maintain it yourself.

3. Buy appliances according to your monthly estimate of your needs.

4. Have your bookkeeper add to the inventory, each item received. Also have her cross off items by checking each sales slip with the inventory before filing it.

5. Do not allow anyone but your bookkeeper to work with the inventory system.

6. Take periodical physical checks of your stock. If your store and warehouse are small, this should be done quarterly. If they're larger, check at least once every six months.

If you also include the cost of each item in your monthly estimate, you can get a picture of what you'll have to spend each month to maintain your inventory.

If you establish a system and follow it carefully, you'll not only know what you have, but you'll also be able to quickly spot employee pilferage.

A perpetual inventory system is only a start of course. You should also establish a tight control on purchase orders and sales slips.

Although most people are honest, the temptation of acquiring big-ticket appliances for just a few drops of perspiration is just too much for some employees. One favorite trick of employees tempted by cold cash is to make a sale, write up a sales slip, take the money from the customer, give them the item, tear up the sales slip and pocket the profits. The way to outwit this sort of cleverness is to pre-number sales slips and account for every number.

Even after you've stopped petty theft and your inventory system is giving you a useful and accurate picture of what merchandise you have on hand, you'll find yourself slowly accumulating "deadwood" or "dogs." The first thing to do when you see this happening is to stop buying the item. The next thing is to get rid of it. One good idea is to have a "White Elephant"-type sale. Another is to offer the shopworn and unsaleable goods to your employees at reduced prices. That way you can get a return on your investment and open up floor space to faster-moving merchandise—and also make your employees happier and less subject to temptation.

Tight control may be unnecessary on sales slips and inventory check-off—if you have a two-person operation (you and your wife), for example.

But a perpetual inventory system should be instituted, no matter what the circumstances. Some dealers who have stores in metropolitan areas, close to distributors, can send their trucks to pick up merchandise on very short notice. Therefore, they keep a small inventory in their own warehouses and feel that complicated—or even simple—inventory systems aren't necessary. But actually, the smaller your inventory, the more important it is that each item in your warehouse be the right one for you—and be accurately accounted for.

All told, a good inventory system takes just a little effort and care. The results certainly merit the effort.

Trade Associations— What Can They Do for You?

HOW DO YOU FIND ASSOCIATIONS? How do you find what help they offer? Start by thinking of associations as falling into three principal classes, dividing them much as your problems can be divided: specialized problems involving the appliance-radio/TV-housewares field; retailing problems, and product problems.

1. Help with the special problems that being a dealer raises. NARDA is the most obvious—and the best—source for assistance with such problems. There are fifteen different services this association offers its members. Seven of them, including some of the most important, are offered to non-members:

Group medical-hospital-life insurance is available to members who have as many as three employees, including the owner; no physical examination required.

A unified accounting system developed by NARDA is especially tailored to your operations. It costs members $35 and non-members $55.

A cost-of-doing-business survey is conducted on a nationwide scale each year and the results released in Mid-June to members. Non-members can buy a copy for $1.

NARDA annually sponsors the Institute of Management at the American University in Washington, D. C. during the month of August. Enrollment is limited and costs members $150, but non-members are accepted at a fee of $175 when room is available.

Two service-manager schools are conducted every year, one in Chicago and the other in San Francisco. With the exception of transportation, $75 covers everything. Non-members accepted when possible.

NARDA members are granted a special price on promotional and wrapping paper, including tags, cards, price balloons, etc.

Another price deal for members is arranged for purchase of store fixtures. A further feature of this service is a store layout, by professionals, provided for a cost of $25.

In addition to these seven features, NARDA offers eight more: a free publication, NARDA News ($7.50 per year to non-members). Two volumes of the Trade-in Blue Book. Hard-to-find parts location. Location of unusual or odd-size appliances. Help in collecting or recovering the appliance from skip-customers—providing you know where they skipped to. If you're hit by a storm, fire or flood, NARDA will put you in touch with a member who has recovered from the same experience so you can get advice on what to do.

NARDA also co-sponsors profit clinics all over the nation, working with affiliated dealer organizations. Finally, it maintains a watchdog legislative service in Washington, D. C.

Membership cost is based on volume (from $40 to $150) and if you're a member of a NARDA affiliate cost is $25. NARDA affiliates are listed on page 57.

2. Help with broader retailing problems. Area improvement. Leasing arrangements within a store for departments. Compensation systems. Inventory systems and problems. These and dozens of similar problems are part of being a retailer.

You can get help with them from such sources as th Small Business Administration, but you should be familiar with one association that looks at all of them through the eyes of a retailer. Known as the **National Retail Merchants Association,** it is located at 110 West 31st St., N. Y. 1, N. Y., and makes its studies available to you.

In addition to collecting and/or publishing information on hundreds of retailing problems, NARDA conducts meetings, clinics and seminars on problems affecting the retail field.

3. Help with specialized problems involving the products you sell.

There are three types of associations—manufacturer, utility and dealer—which deal either with a single product, or a single type of product such as gas or electrical appliances. Here are several examples to show the assistance each offers:

MANUFACTURER ASSOCIATIONS

National Institute of Wood Kitchen Cabinets • Booklets and training schools on kitchen selling. Dealers must be sponsored by members to attend.

Record Industry Association • 1 East 57th St., N. Y., N. Y.—Statistics. Lists of publications useful to dealers. General information on the trade.

Water Conditioning Foundation • 1028 Connecticut Ave., Washington, D. C.—Statistics, training materials, sales aids, and product data.

UTILITY ASSOCIATIONS

American Gas Association • 420 Lexington Ave., N. Y., N. Y.—Free ad mats. Displays, booklets, and a training course available at cost.

Edison Electric Institute • 750 Third Ave., N. Y., N. Y.—A flexible training course on selling five basic appliances.

DEALER ASSOCIATIONS

National Association of Music Merchants • 222 West Adams St., Chicago 4, Ill.—Guidance on dealer problems. Group insurance for members. Booklets and training films.

Water Conditioning Research Council • Liberty Building, Wheaton, Ill.—Booklets and brochures on the products available for retailing.

Sales ideas, preparation of sales material and the training of members sales personnel are the general advantages provided by a trade association. An association can also act as an information center for its members by providing surveys, economic analyses, and studies of such factors as wages, salaries, sales, labor, etc.

Phoenix, Arizona
Wm. H. Johnson, Jr.
Appliance Merchandisers Assn.
1129 North First St.

Bakersfield, California
Bruce M. Campbell
Bakersfield Radio-TV Appliance Dealers Assn.
c/o Southern Calif. Gas Co.

San Francisco, California
Stanley Michelsen
3043-16th St.

Denver, Colorado
Mrs. Nessie Nides, *Secretary*
Colorado Appliance Dealers Assn.
2017 East Colfax

Willamantic, Connecticut
John T. Roan, *President*
Connecticut Appliance Dealers Assn.
109 Valley St.

Atlanta, Georgia
Robert Shelley
Franchised Appliance Dealers Assn. of Atlanta
262 Peachtree St. N. W.

Macon, Georgia
James R. Terry
428 Cotton Ave.

Rockford, Illinois
Herbert L. Berry, *Secretary*
Greater Rockford Appliance Dealers Assn.
815 East State St.

Dillsboro, Indiana
James A. Heitmeyer
120 North St.

Davenport, Iowa
Carl Nonnemacher, *Secretary*
Quint City Appliance Dealers Assn.
c/o Iowa-Illinois Gas & Electric Co.

Des Moines, Iowa
R. D. O'Callaghan
Iowa Appliance Dealers Assn.
909 Locust St.

Keokuk, Iowa
John Marion
Keokuk Appliance Dealers Assn.
c/o Seither & Cherry
25 South 5th St.

Wichita, Kansas
Deb Gaines, *Secretary*
Kansas Appliance Dealers Assn.
917 East Harry St.

Springfield, Massachusetts
Samuel M. Boyd
855 State St.

Kalamazoo, Michigan
Frank J. Tuitt, *Secretary*
Kalamazoo Appliance & TV Dealers Assn.
c/o Consumers Power Co.

Muskegon, Michigan
Charles F. Ashley
Muskegon Appliance, Radio & TV Dealers Assn.
2030 Miner St.

Port Huron, Michigan
Jerry Ritter
Blue Water Appliance Dealers Assn.
937 Military St.

Minneapolis, Minnesota
O. A. Glasow
Electric Appliance Dealers Assn.
216 Foshay Tower

Red Wing, Minnesota
Robert F. Primus
316 West 3rd St.

North Kansas City, Missouri
M. B. Magers
1916 Clay St.

St. Louis, Missouri
Guy McCandless, *President*
Greater St. Louis Appliance Dealers Assn.
5888 Easton Ave.

Charlotte, North Carolina
T. J. Hawthorne, *Secretary*
P. O. Box 4054

Raleigh, North Carolina
W. C. Burnett
Raleigh Appliance Dealers Assn.
P. O. Box 11317

Toledo, Ohio
Emery Kolibar, *Assistant Secretary*
N. W. Ohio Appliance-TV Dealers
Edison Building

Portland, Oregon
R. E. Watts
424 Failing Building

Reading, Pennsylvania
Lloyd Weller
Reading Appliance Dealers Assn.
3933 Perkiomen Ave.

Memphis, Tennessee
Warner Waide
Memphis Retail Appliance Dealers Assn.
3455 Summer Ave.

Salt Lake City, Utah
R. O. Trottier
Intermountain Electrical Assn.
89 East 7th South St. (11)

Warwick, Virginia
C. E. Brook
Peninsula Appliance Dealers Assn.
9909 Warwick Rd.

Seattle, Washington
Robert Thompson
Northwest Appliance & TV Assn.
512 First Ave. North (9)

First Qualify Your Customer

You can never know too much about the product you are trying to sell but all the product knowledge in the world is not enough if you don't know the real reason behind the prospect's interest. Here are the usual reasons people buy, ways to identify them and tips to help you sell air-conditioners, refrigerators, dishwashers and disposals.

NEARLY EVERY SALESMAN IN THE WORLD is convinced that no two customers are alike and to a great extent, this is true. However, when people make a purchase, they are acting surprisingly alike.

If a salesman were to review past successes, he would discover that his prospect probably placed an order because of one, or perhaps a combination of two, of the following reasons: to save time or money, to increase his comfort, to satisfy his desire to own the latest, or to provide the pleasure that he gets from buying a gift. Knowing which of these is guiding the shopper can provide the salesman with extremely important assistance in closing a sale and, in many cases, selling higher priced products. Here are some ways to identify the reason or motive at work and some suggestions for adapting your presentation to improve your sales performance.

Ask questions. A simple "Do you have a washer now?" can result in an answer that lets you classify your prospect immediately. For example, if the prospect indicates that she is tired of paying for repeated service calls, she is telling you that economy is uppermost in her mind and you won't get far by stressing fancy new buttons and switches. They may be important to another prospect but to this one they will probably mean more things to go wrong and still more service calls. Instead, show her something that proves to her you have sold quantities of this model and have had practically no call backs for service. Explain the guarantee in full. She will probably want to know a lot of other things about the washer you are trying to sell but convincing her that her service problems will be over is the thing that will net you a sale.

Help justify the purchase. How many times have you lost a sale when you knew you had done everything possible to make a good sales presentation? You may have been certain that the prospect wanted the product but still did not buy. When this happens, it is a safe bet that she could not justify buying it because her real reason for wanting it was to make her life easier.

When you have a lady in your store looking at refrigerators, you may have one of the best examples of someone trying desperately to justify a replacement for something she wants to replace although the one she has is still working all right. You and she both realize she hates defrosting, you know she would like a larger one to make her shopping easier and you know she has probably had years of service at little or no cost from her present refrigerator. Your objective is to help her justify the purchase of a new one. Point out that a larger refrigerator or better yet a combination refrigerator-freezer will enable her to take advantage of sales at the grocery store. That a refrigerator constantly frosting up is operating at its lowest efficiency and is adding to her electricity bill. That the cost (in terms of weeks or even days) of the new refrigerator would undoubtedly be offset by the above savings and then offer her a liberal trade-in allowance for her present refrigerator. Remind her that if she waits, her old refrigerator may break down completely and be worth nothing. These are all good reasons for buying a refrigerator. In this case, they are the most important reasons.

Let the customer talk. Whether you are talking about electric shavers, television or hi-fi sets or almost any other product, don't give up on the customer who tells you he bought one a couple of years ago. You may be losing a sale to the man who takes great pride in owning the latest thing on the market. This is usually the person who buys the deluxe model. Find out exactly what he bought and if you know your product, you can easily find a number of features on the new model that are missing on the customer's.

If it is a television set you are discussing, help him dispose of his present set and suggest reasons for using it in other parts of his home. If your prospect is in the high income tax brackets, suggest that he donate the set to a charitable institution and take his cost less a reasonable depreciation as a tax deduction.

However, pride of ownership is not restricted to any income group. This reason often works in combination with other buying reasons and by merely pointing out the greater value of higher priced models, you can often increase the size of your sale.

Don't limit the size of the sale. If more salesmen would eliminate the question, "How much did you want to spend?" from their repertory, they would very likely be surprised at the improvement in their sales. Too frequently, particularly when they have learned that the customer is shopping for a gift, salesmen close the door to higher unit sales by asking this question. If it can be done tactfully, try to find out for whom the gift is intended. For a person's immediate family, cost becomes secondary because everyone would like his family to have the finest possible. Cost is a factor but not the most important one. Knowing the relationship between purchaser and recipient will enable the salesman to judge which price and quality model he should emphasize. No

— Then You Can Sell Him

one likes to give something that merely fills a need when, for a little more money he can get something that is superior in all respects. Most people take pleasure in giving and are willing to pay for the privilege.

Treat each sale individually. Knowing the product is of primary importance to any salesman but knowing the customer or prospect and the dominant reason he is interested in making a purchase is equally important. The only way to learn this basic reason is to ask questions. Bear in mind that whether he made the purchase to save money, to increase his comfort, to satisfy his desire to own the latest or to get pleasure from giving, the reason applies only to the sale at hand. He may show an interest in another item while you are writing up the first sale, but this time his interest may be based on a completely different reason. Start asking questions again. Furthermore, it would be disastrous to think that because two individuals have the same reason for considering a purchase that they can be sold in exactly the same way. People make decisions at varying rates of speed. The skillful salesman adjusts accordingly. He knows that some people enjoy making a purchase while many others have an intense dislike for it. In any case, the salesman who can uncover the real reason behind the customer's presence in the store will find his record for closing greatly improved.

How to sell Air Conditioners

Here are some suggestions for the dealer who is still undecided about going into the air conditioning business and for the dealer who wants to improve his sales of air conditioning.

Know the problems. Many dealers have stayed completely away from selling air conditioning because of the risks involved. Every product has its problems and it is not to be denied that with the uncertainties of the weather playing such a big role, air conditioning may have more than its share. Air conditioning is complicated in the minds of both consumers and sales people. In some parts of the country the selling season is limited and there is some basis to the belief that air conditioners are still luxuries. Yet most, if not all, of these problems applied at one time to other products, and to the aggressive dealer, they merely define the challenge.

Know the market. The market potential of air conditioning is practically unlimited. There are still over 44 million wired homes without air conditioning. Since each of these is a prospect for at least one air conditioner, there is a huge market waiting to be sold. Add to this the market potential of stores, offices, hotels, motels and institutions already occupied and the potential soars. If you consider the number of customers represented by new construction of homes, apartments, office buildings, hotels, motels and institutions now under way or contemplated, the predictions of some industry experts that room units alone will be selling at the rate of three million a year becomes believable. The size of the markets that new product advances, gas air conditioners, thermoelectric units and more efficient heat pumps, will open defies even expert prognosticators.

Know how air conditioning works. The only way a salesman can convey to his prospect that air conditioners are really no more complicated than his refrigerator is for the salesman to be able to explain, in simple terms, the way both function. Every manufacturer and more than likely, every distributor have qualified technicians who can provide a simple but complete story on the mechanics and capacities of their products. Every salesman should be exposed to such a story long enough to be able to present it himself in a way that is easy and natural for him.

Know the benefits of air conditioning. As long as persons selling air conditioning depend upon a spell of hot weather to drive crumpled customers through their doors, air conditioner sales will be a hit or miss, short-season proposition. Cooling is, of course, the most well known benefit of air conditioning but the fact that there are a number of other benefits can produce sales of air conditioners regardless of the season or the weather.

In addition to cooling, air conditioning dehumidifies, cleans and circulates air. These features mean that the user can enjoy dryer, cleaner air that makes for healthier and more comfortable living. Here again, the salesman should know how much moisture his product can remove from the air and he should be able to discuss its filtering action. People who suffer from heart, sinus, asthma and allergy conditions are all good prospects, but be cautious about making claims that are too ambitious. Don't overlook the extra benefits in the form of protection to furniture, cameras etc., noise reduction and personal prestige that air conditioning offers.

Know your prospect. If you were to make a composite of the best prospect for an air conditioner, it would be a married man, between the ages of 25 and 55, who owns his own home and who earns between $7,500 and $10,000 per year in a managerial or professional job. More often than not, the best prospect for an air conditioner already owns a complete complement of other, high priced appliances. Reviewing your files for past purchasers of console television sets, large capacity refrigerator-freezers and deluxe double-oven ranges is the route to the best prospect list you could have. These not only fit the ideal composite but they know you and your store.

The best prospect you have is an existing user of air conditioning. If he is satisfied with his purchase, he is automatically a prospect for an additional unit for another room in his home, for his office and even as a gift for a parent. He is also the best source of names of other prospects that are acquaintances with whom he has undoubtedly discussed the pro and cons of air con-

ditioning. Insurance salesmen use this technique on nearly every call and it works because a customer who has been completely sold the benefits of the product and has been given proper service, is almost anxious to share his good fortune with his friends.

How to sell Refrigerators

There are a lot of dealers who seem to be convinced that as long as a refrigerator, regardless of age, keeps food cold, its owner is not going to buy a new one. They depend on a hot summer to cause breakdowns and replacement sales. These same dealers feel that there is nothing really new in refrigeration. However, last year, in a market that is 98 percent saturated, there were nearly 3½ million refrigerators sold at a retail value of over one billion dollars. Someone is selling refrigerators and if you want your share of this business here are some of the things you have to sell:

Sell no defrosting • This is the outstanding engineering improvement to the industry for many years. At last the housewife is free from the unpleasant task of periodic defrosting. No defrosting also eliminates ice in the freezer compartment and prevents packages of frozen food from sticking together.

Sell the thinner walls • New advancements in insulation have resulted in more usable capacity in less floor space. In many cases, this permits the owner to rearrange her kitchen to get more working or living room.

Sell the flush look • Again the new production improvements have enabled manufacturers to remove the coils from the back of the refrigerator to give the customer's kitchen the "built-in look". Not only does it improve appearances, it eliminates a dust trap. The new semi-concealed hinges also contribute to the "built-in look" and permits the use of wasted corner space.

Sell automatic icemakers • This feature may not be important to all of your prospects but no one likes to grapple with awkward ice cube trays. Demonstrating an automatic icemaker may be the sales clincher.

Sell the freezer compartment • Most people are already aware of the advantages of having some freezer storage space but it never hurts to review them. You may touch on a function of the freezer that the prospect does not use because her present freezer compartment is too small. This may lead you to the models with the larger freezer compartments at the bottom. You are not only offering more money and labor saving freezing capacity, you are offering easier access to the refrigerating section.

Sell the value • There are many more improved features you can point out—door shelves in both the refrigerator and freezer, baskets and pull out drawers, swing out shelves, pull out shelves, interior lights in both sections and the variety of colors and panels to fit the rest of the kitchen. However, be sure to point out that all of these features were not available 10 or 15 years ago but they are available today to the customer probably for less money than she paid for her old refrigerator.

Try to get some newspaper advertisements showing the prices on refrigerators in the late forties and early fifties. People have forgotten how little they got for their money compared to what they can get today even without taking into consideration the shrunken purchasing power of the dollar.

How to sell Automatic Dishwashers

Unlike refrigeration, the dishwasher and disposer markets are far from being saturated. Actually, only 7.1 per cent of the wired homes have a dishwasher and/or a disposer. This leaves an unsold market of more than 48 million homes. Add to this the pleasant fact that the pioneering to convince the public of the advantages of these two products has already been done and your selling job becomes one of telling a nuts and bolts product story. Here are the things to tell your prospect.

Tell her of the types available. After a false start several years ago, portable dishwashers are now making a strong bid to catch up with undercounter and free standing models. They have most of the features of the other types, are favorably priced and eliminate the need for a plumbing bill. This makes them popular with people who rent their homes. Also, they appeal to people whose kitchens are too small to allow them to sacrifice storage space for a permanently installed dishwasher.

Free standing and undercounter types make for a more attractive kitchen. They are more expensive and require some plumbing but the convenience, durability and appearance offset these costs. Practically no one would consider buying a new home without a built-in dishwasher today. These are the people who are selling their friends the advantages of both dishwashers and disposers. You have to sell the brand you carry.

Sell the features. The space available will probably determine whether the customer should have a top or front opening dishwasher. There are some people who prefer the top opening type in any case because it can be left open. This enables the housewife to put in dishes as they are used until she has a full load to wash. With a front opening type, she has to slide it in and out every time she wants to get rid of a dish. The top opening type, on the other hand, uses some counter space that might be more useful for other purposes.

The wash action is fairly similar in all types. After a sufficient amount of hot water has entered, an impeller, rotating at a high speed drives it against all parts of the dishes. Some brands have an additional impeller. Others use high pressure jet spray action but the basic action is water driving against the dishes. Assuming the water is hot enough and a good dishwashing detergent is used, all variations of the type of washing action will produce satisfactory results.

Among other features you should talk about are the number of wash cycles and ease of loading. Some brands have as many as six cycles, including a pre-rinse cycle to clear the pipes of cold water, two power washes for exceptionally dirty dishes, a pot and pan soaking cycle, a rinsing and drying cycle and even one to warm plates. To what extent these are necessary depends on the indi-

vidual user. Some women would not consider putting pots and pans in a dishwasher and there are some who practically wash all the dishes before putting them in the dishwasher.

Capacities of dishwashers have been increased measurably in the past few years. If the one you are trying to sell has an exceptionally large capacity, use this feature. If you don't have it, tell your prospect how inexpensive it is to operate the dishwasher so she can use it as frequently as necessary without adding appreciably to either her electric or water bill. You should know exactly how much water is used during one wash. Since the temperature and the force do the washing, the quantity is usually surprisingly small.

More important than capacity is the ease of loading and unloading. Have a full assortment of dishes in your demonstration model so the customer can see how easy it is to load. While she is going through a practice loading, you can show how the racks have been designed to let her load a few dishes at a time during the day without having to move racks or dishes around. Also, you can prove that the the racks have protective covering so her best china can be washed in the dishwasher with complete safety.

Sell the health factor. Tread lightly when you talk about germs in any woman's home, but it is a fact that dishes washed in the 150 to 160 degree temperature of a dishwasher will be cleaner than those washed by hand. The human hand cannot tolerate more than 125 degree water.

Point out too that "dishpan hands" will be a thing of the past when a new dishwasher is installed. If a housewife is using a soap that is gentle to her hands, it is logical to assume that it is gentle to dirty dishes and may not be as effective as the detergent used in the dishwasher. It should not be hard to show how one can save money on detergents. A dishwasher uses about a table spoon for a complete load.

Finally, you should be knowledgeable about the cost of installation, the best detergents and possible problems with hard water. The best way to ruin a sales presentation is to tell the customer she will have to work out installation problems for herself. Some people do have a reliable plumber that they do business with but you should have a working arrangement with some plumber and electrician. It is not an impossible task to give the prospect a realistic estimate. You should be able to quote a price high enough to protect you but not so high it will kill the sale. It's better to sacrifice a few dollars of your profit than lose the sale entirely.

Hard water can cause some post sale problems if you don't anticipate them. You should know the hard water areas in your market. If the problem is serious, i.e. water of more than 10 grains of hardness, the customer probably is fully aware of it because of problems bathing, washing clothes, etc. If the water is from 5 to 10 grains of hardness it can be conditioned by packaged chemicals. A customer would much prefer to have you point out that water may cause some problems, therefore she should use a conditioner. It is smart to give her a few packages of water conditioner with the dishwasher. It won't cost you much and it will keep the customer from thinking that a dishwasher means a lot of extra expenses.

How to sell Garbage Disposers

Disposers, like dishwashers, have become established as desirable appliances. Saturation at 10.5 percent of the wired homes in the country is slightly better than dishwashers but this is still a wide open market. **It might be wise to check the objections many people still have and compare them with the facts:**
Disposers are dangerous. Many people are still afraid that they or their children are going to be maimed by a disposer. This is, of course, untrue and it is easy to show how it is impossible to operate a cover switch type disposer unless it is closed. The continuous feed may be harder to sell to a worried mother but your best sales tool to cope with the fear problem is the UL approval. If a disposer, or any other product, does not meet UL standards, there is a good reason for it that you should know and possibly refuse to carry the product. **A disposer approved by UL has to be safe.**
Disposers can't handle all garbage. Manufacturers have improved the quality of the blades in disposers so that former problems with corn husks, stringy vegetables, fruit pits, etc., can be handled. Furthermore, with the improvements in the power of disposers, these things can be gotten rid of much faster than was possible in the older disposers.
Disposers use too much water. Because it is necessary to run cold water while a disposer is running, it appears that a lot of water is being used. This makes some people think it is going to increase their water bill. An even more common complaint comes from people whose homes use septic tanks. They feel the water is more than the tank can cope with. The amount of water used by a disposer after an average meal is less than is used to flush a toilet.
Disposers cost too much to install. In most kitchens, a disposer can be installed with a minimum of labor. Practically every sink made in the last 15 years has a drain opening suitable for a disposer and in most cases, the installation is simply a task of putting a disposer in an unused space in the sink drain line and having an electrical line run to a suitable place under the sink.

Disposers have been reduced in price to the point where a customer can buy one installed today for substantially less than she could have just a few years ago. Naturally the installation cost is reduced if it can be done while a plumber or electrician is in the home for other work.

Only the more important suggestions for selling air conditioners, refrigerators, dishwashers and disposers have been presented here. Complete information about these products—specifications and additional how-to-sell data—may be obtained by writing to: Reprint Editor, ELECTRICAL MERCHANDISING WEEK, 330 West 42nd Street, New York 36, New York for the following reprints:

- How to Sell Room Air Conditioners (Single copy 50¢)
- Room Air Conditioner Specifications (50¢ each)
- Refrigerator/Freezer Combinations Specifications (50¢ each)
- Standard Refrigerator, Freezer and Compacts Specifications ($1.00 each)
- Dishwasher and Disposer Specifications ($1.00 each)

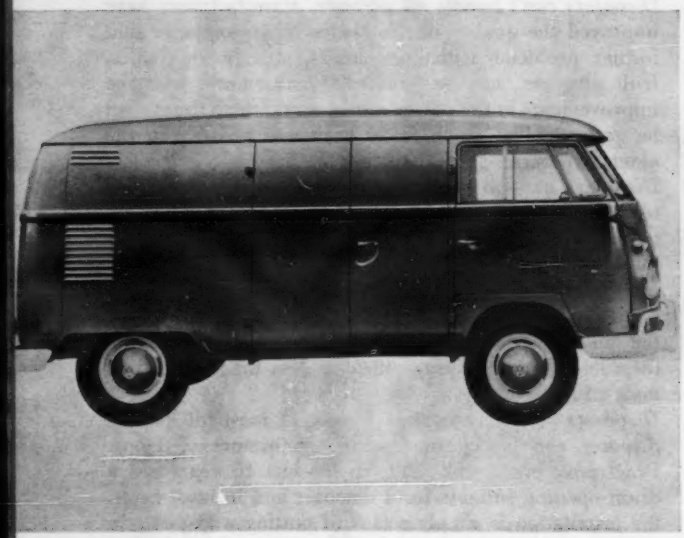
HERE ARE SOME OF THE SMALLER TRUCKS APPLIANCE DEALERS ARE USING TODAY . .



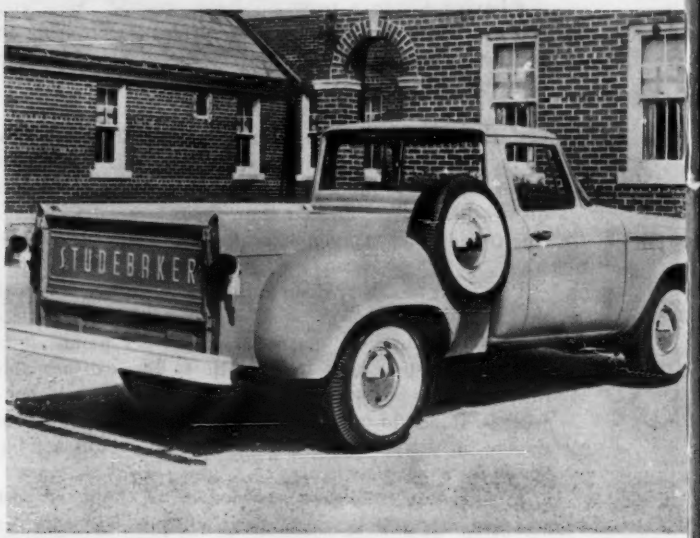
Dodge Pickup



Chevrolet Rampside Pickup



Volkswagon Panel Truck



Studebaker Pickup

Now's the Time to Look at

MERCHANDISING TODAY means moving products. But should you as a dealer have to fuss with transportation aspects of business, because you own trucks? That's a question many dealers are trying to answer. But it's not an easy one to find a simple answer for, because the question of leasing, as opposed to owning, is complex, complicated, and many-sided.

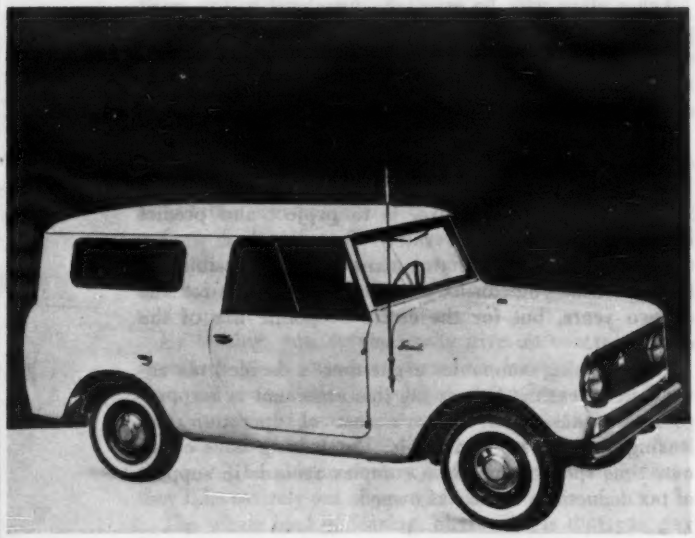
Most dealers agree, whether they own one truck or ten, they spend a good deal of time just running that part of the business. They admit truck ownership sets up special demands. Somewhere along the management line, someone is responsible for keeping trucks going. Ask any fleet operator in a trucking firm and he'll tell you that running trucks is a full-time job. Thus, it's a pertinent question to ask, whether to get out of ownership and into truck leasing.

Today, the problem in business management is not how to find adequate transportation to move goods; the problem is to find the most economical way to distribute them. Like many others, you may find yourself handicapped by increased operating costs, tighter money, and higher interest rates. Therefore you might consider vehicle leasing as a means to increase your operating efficiency. It will offer you convenience without tieing up capital in ownership and without wasting management.

Kinds of truck leasing available • Before you lease, (if you lease) you need to know details of several truck



Ford Panel Truck



International Harvester Scout

Truck Leasing

leasing services. For the most part leasing falls into two categories:

1. Finance leasing
2. Service leasing

Simply stated, (though it's a far more sophisticated method of financing) the first may be thought of as renting equipment only. The second carries with it, as the name implies, maintenance service. Usually it's purchased as "comprehensive" maintenance, but this service may be arranged to cover only partial maintenance, depending on the customer's wishes.

Full service truck leasing • This type leasing probably will carry most appeal to the man who needs one or two trucks for his business. Under this contract the lease is long term and the lessor supplies everything for the truck's operation and maintenance—except the driver. The customer buys full maintenance of the truck—fuel, repairs, tires, lubrication, garaging, insurance. And he, the customer, keeps full control of the vehicle, may operate it in whatever capacity he spelled out in the contract.

Truck rental • Essentially, this service is the same as truck leasing, except the contract is short term.

Finance leasing • Through this type service, the lessee is supplied the vehicle only—no maintenance. It too, is a long-term contract. Under this arrangement, the lessee makes all repairs, arranges for fuel, tires, garaging, insurance, and maintenance—at a place of his own choosing—not through the leasing company.

Lease-purchase plan • This approach is really a special buying plan offered by manufacturers. Roughly, it compares to a conditional sales contract.

Guaranteed maintenance plan • Also offered by the manufacturer, this plan is sometimes tied in with lease-purchase. Maintenance service to be provided, however, is not as comprehensive, does not offer all services of full maintenance truck leasing.

Should you lease trucks or not lease them is certainly your question to answer. But it is possible that too much of your administrative time or that of associates is used up in solving trucking problems. And whether you own one truck or many, you're forced to devote a great amount of time, money and energy to keep the transportation arm of your business flexing. Thus, you'd be wise to consider the pros and cons of truck leasing.

8 Ways you can benefit from truck leasing today

1. Vehicles prepared to order. Doesn't matter how large or how small your leasing order may be, you can obtain vehicles tailored exactly to your specifications. That means heavier bodies, more powerful engines, special doors, adjustable racks—whatever you wish. You name it, and the lessors will let you have it—for a fee. There's no limit to the kinds or models of trucks available. And they'll be brand new for you in long-term leasing. Should you want to sell trucks you may already own, most leasing companies will buy them at fair market value.

When a good lessor engineers a truck to a job, his plan of attack is to aim for low-cost-per-mile, and trouble-free service. But special vehicle leasing isn't something to be set up overnight. The bonafide lessor may start with sliderule sessions, end up with a pile of blueprints before him. Eventually he may have to coordinate studies of six or seven equipment manufacturers—even call in outside consultants.

2. Tailoring vehicles knows no bounds. Specify the truck type you want and a lessor will get it for you. In

Dallas, for example, one truck was outfitted so that baby chicks could ride in air-conditioned comfort through 110-degree Texas heat. In Philadelphia a unit was built to haul beverages during summer, but fuel-oil tanks in winter. Small wonder the typical truck lessor uses a knowledgeable headquarters staff to run leasing—with latest accounting techniques and electronic brains available. Even with these aids to speed the process, however, investigating, analyzing and reviewing a prospective client's request has been known to take up to sixty days. This is the exception rather than the rule, however.

Even though leasing is a highly customized business, lessors will build you a fleet of one truck or one hundred —from the tires up. That fact alone may be the punch that has pushed sales of leasing sky-high.

3. Extra trucks for peak periods. Should you need more trucks one time of year than another, you can lease extras as well. This extra-lease capacity is a great advantage. You need contract only minimum requirements and the leasing company will supply extras when you need them. There's no limit to hours-a-day those trucks may be used. But be sure to insist the lessor has them long enough for proper servicing.

4. Choose the look you like. In choosing colors, paints, lettering, or designs, leasing allows as much latitude as you designate, and will be for all practical purposes, the same as if you owned them. Your company name and no other will appear on them. But look to other advantages outside of physical characteristics.

5. Leasing cuts truck management time. Truck leasing should enable you to turn more attention to other business affairs. Means you'll be freed from the secondary aspect of your business and can utilize that time to re-emphasize marketing and merchandising. You won't have to worry about procurement at all—only pay. All you have to procure is the driver.

Should a driver damage a leased truck, the leasing company will make repairs, at no additional cost to you (except that most contracts carry deductible clauses). The leasing rate is established to compensate for average accident probability.

6. About maintenance worries. If the leasing company is a good one, full service leasing should end most of your maintenance headaches. You won't have to be concerned with the mechanics of keeping trucks going. And you won't have to worry about available service. When you get right down to it the lessor has a good argument that maintaining trucks is a sideline for you. But it's tantamount to a lessor's business. Consequently, he can offer greater facilities to draw from, full time to spend on maintenance. He can work nights—or any other times—that you're willing to engage.

If you're short on space, leased trucks can be garaged on the lessor's premises. The lessor can also take care of all subsidiary details—airing tires, putting in anti-freeze, installing skid chains and the like.

Should your driver be involved in an accident or breakdown most leasing firms render road service from their nearest garage. If a repair can't be made, your driver will be sent a replacement truck. During periods of overhaul, the lessor usually agrees to replace your trucks with others from his fleet. Thereby most lessors promise uninterrupted service.

7. Leasing frees personnel. When you consider all the time spent in operating trucks, you'll see that leasing could release that time for other business development. Some part of bookkeeping, secretarial and management time gets used up keeping tabs on vehicles and keeping them moving. You may cut down on time spent on records and cost accounting procedures, focused on trucks owned. And this time can be spent to develop your primary business, which is selling goods, not running trucks.

8. Money freed for other purposes. Two particularly significant advantages that accrue from leasing trucks rather than owning them are: that money, otherwise invested in trucks, is free for other capital needs. Second, rentals are expenses, and thus deductible for income tax purposes. That's an important factor in view of high tax rates.

Lease plans may be especially beneficial to the small growing concern because it then is freed from the difficult chore of raising cash for truck purchases. Money in reserve can be used for other purposes and contribute to other growth.

There are other monetary advantages. Costs, for example, can be predetermined and accurately budgeted. That's a real help, because the gross management problem, to remain competitive, is to project and predict income and expenses accurately. To make these predictions it is necessary to fix as many costs as possible. By leasing trucks you can fix distribution costs, not for one or two years, but for the entire economic life of the equipment.

Some leasing companies argue there's decided tax advantage in leasing. Others say this argument is inappropriate, because both owner's cost of operation and leasing charges are deductible. But leasing does eliminate time spent to maintain complex records in support of tax deductions for trucks owned.

What about leasing costs? "Leasing is more expensive than buying," is a common complaint. Behind the statement lies the idea that leasing means paying fees that are added to the purchase price. But further questions must be answered, when you talk about leasing costs. Here are some ways these added costs are pared.

1. Does "purchase price" mean the same thing to you as it might to a giant leasing company? Because the giants have larger purchasing power they get better prices. This saving tends to offset service fees somewhat.

2. Is original cost the only factor to be considered? Resale value should be considered in determining purchase price. Thus the lessor with an intimate knowledge of the market should offer you a better rate structure. His knowledge should get him the best possible price when equipment is sold—again offsetting original costs. But beware this selling point. Some lessors expect that if, because of unusually hard usage, or damage, the vehicle does not bring book value, the lessee will stand the loss.

What you must consider in determining cost of leasing

are the relative values of service purchased outside your business compared to ownership.

You won't find leasing companies quoting a single flat rate for truck leasing. Because leasing arrangements are so flexible, costs are treated on a somewhat tailor-made basis too. And costs are worked out not only on the basis of original purchase and re-sale values but also to compensate for the kind of maintenance you specify, mileages, and all special requirements. You need to remember this, however, that when you buy special service, you'll have to pay for it. Fundamentally you must first ask the question: Is the convenience of the lessor's service worth the price? It's apt to cost you more in total dollars, than out-and-out purchase. But don't overlook advantages that stand apart from costs alone.

Bonuses for the small owner. In addition to advantages of leasing in general, there are several fringe benefits that take some lessors well beyond mere truck-supply-and-upkeep business. Some, for example, employ experts in packaging, materials handling, and traffic-engineering who provide advice and assistance to leasing customers. Then, too, there are some lessors who use full-time safety consultants to help customers select and train drivers to improve their driving. In several significant ways, truck leasing does lift horizons for the dealer who runs one or two trucks, but who couldn't afford these subsidiary services alone.

But leasing has its disadvantages, too . . .

What may you lose if you give up truck ownership? Leasing is an emotion-packed word, which raises ire in some businessmen who've tried it. Many have good reasons for this kind of response. There are some overall criticisms you need to know about if you are going to accurately appraise truck leasing. You have the terms of the contract as protection against serious problems.

How do you control service? In essence, you're going to lose control. There's no real assurance that you're going to get the service promised. You'll discover yourself, perhaps for the first time, dependent on someone else—certainly dependent on the leasing company's efficiency and honesty. And there's no foolproof way of checking that without trying them.

By leasing, you automatically give up control of one aspect of your business where it's feasible you might save money—that's in vehicle operating costs. True, you'll be able to predict leasing costs in advance, but you can't do much about controlling or reducing them. And you won't be able to control daily service costs, because they'll be entirely out of your hands.

The whole idea of leasing, obviously, is that you pay for services rendered. Lessors are in business, and as their costs rise, so will their charges. In owning they'd rise, too, but proportionately less. Furthermore, operating costs on vehicles start low, increase as the truck grows older. Consequently, basic costs of leasing may aid you materially in the early years of a truck's life but be nullified later on. That's because you'll pay the same monthly rate through the entire leasing period.

You'll lose capital assets. One of the chief disadvantages is that you'll lose solid assets that owned trucks represent. Further, you'll lose the residual cash value they possess even after they've been fully depreciated, because those assets will be in someone else's pocket.

Consider also that a lessor's bad risks will cost you money, once you're in the club. If a lessor loses money on one deal, he's going to have to make up for it somewhere. And you'll feel the brunt of that make-up passed on in higher costs.

You may find services inadequate. Bigness of leasing and its anonymity produce this inherent disadvantage. Although full maintenance is purchased, you'll have no immediate control over the quality of service you receive. And when you lease a small number of vehicles, you're less likely to get attention in emergencies. You just can't change human nature, and the big customer will be most apt to get the best service. This same thing applies during peak periods—the guy with most gets best. You may also find that the lessor's garage facilities are simply too far distant for easy use, and you may learn that it's an inconvenience to return vehicles to a central garage—farther, perhaps, from service you might have been using when you owned.

Maintenance will have to occupy a big part of your thinking—even though it is supposed to be taken care of by someone outside. Your contract may guarantee that the lessor will provide another vehicle in case of breakdown. But again there is no proof in this pudding, either, until the eating. But if he gets too many breakdowns, he's going to raise the charges. While he's fixing your trucks, unless he really comes through with a replacement he won't be able to avoid lost time for you.

Most important problem is that once you've sold your own trucks and gone to leasing, it may be doubly difficult to do an about-face. Remember that if you decide to own trucks again, you'll have to pull back that same amount of capital in order to own your own equipment once more.

What you should know before leasing, if you lease . . .

Leasing salesmen are going to hit at economy. And they're going to do it well, emphasizing it again and again. But keep in mind, the salesman's drumming on a sales pitch. And if you're going to be able to evaluate his arguments, you've got to know all the facts, clearly. He'll be talking general principles. And he won't have any way to know your business needs, unless you inform him. But you've got to know your operation thoroughly, in tight dollars-and-cents terms, or he may know the leasing score better than you and sell you a line of goods. If

you're considering leasing, first go to work, analyze your own operations fully. Otherwise, you may contract for leasing that may only add confusion, and cost burdens to your business.

Find out exactly what your transportation's costing you. This doesn't mean you should talk about the lump sum. Instead, break your vehicle costs down point-by-point. Be sure you include these items:

Depreciation;
Repainting;
Insurance premiums;
License plates;
Time invested;
Accounting and bookkeeping;
Maintenance;
Repairs;
Tires;
Oil and grease charges;
Towing and road service;
Peak period truck hiring;
Interest on capital investment;
Taxes;
Service and mechanical.

These are all selling points the lessor will be hitting hard. You'll need to know the costs accurately to be able to compare the lease rates he dangles before you.

Then ask yourself these questions . . .

1. Are you going to ask for special trucks? Remember they take time, and special requirements raise leasing costs.

2. Do you face special problems in the area where you'll operate? Rough terrain or heavy city traffic will change wear and tear averages, and special wear, like special requirements, will raise costs.

3. What kind of a leasing area are you in? Analyze well, because service will depend on it. How convenient are service facilities? And will deliveries be within easy reach of the lessor's shops or garages, should you need emergency service?

4. Would released capital really help you? If you see it absolutely necessary, then consider this as an advantage in leasing. But if you can't see real opportunities for it then don't fall for this line of thinking.

5. If you have garage space, used now for trucks, might you put it to better use? Don't dream up new uses for it, just to go into leasing. But if you're wanting for space and have real plans for it, then perhaps you should junk your own garaging. This factor bears consideration.

6. Have you checked all other alternatives? Be sure you know and understand leasing thoroughly before you buy it. Make sure it will really produce capital savings before you jump in. As best rule of thumb: Get full, detailed estimates from many firms, then insist that they spell out completely the breakdown of all costs and services you'll be buying. Remember, it's something you're buying from them—no giveaway. Check around to see what other merchandisers are doing. If they're using leased trucks profitably, that's the safest cue for you to move in.

And don't hesitate to ask managers of trucking firms about leasing. They're well experienced in it and can lay bare all facts at their disposal. Even among them, however, there's no final answer they offer to the question of leasing or not. But they will give you a full and forthright appraisal with a look at both sides.

. . . And finally take 5 long, hard looks

Last step, follow the very good counsel of a current leasing ad which reads: "Look before you lease." If you look long and hard, you'll save yourself a lot of headaches, lost time and money. You must know whether the leasing company will come through with all it offers. So check these six points before you make your final decision.

1. Look at the leasing company's business personality. Does it have a good reputation or not? Check it out well by using Better Business Bureau offices and the like, its credit rating, and business standing.

Look at vehicles the company leases to others. Are they in good shape? They'll reveal a lot about the way the leasing company does business.

2. Look at the sales approach. Pin down all proposed or promised savings. If salesmen can't verify them in dollars-and-cents terms, disregard them. Be wary of special offers. Bonafide companies can be outbid by fast-talking operators, whose service betrays them.

3. Look at quality of maintenance. Make a trip to the company's service garage. And if its standards don't come up to yours, don't go through with the deal. Remember, the lessor will be responsible for maintenance, but you'll have to answer to the law for vehicle safety and control.

4. Look at contract clarity. If you don't understand it one hundred percent, don't sign. Know exactly what you're buying and how much you'll pay. And if there's a question, hire a lawyer to study it through, advise you, before you commit yourself.

5. Look at extras offered. They shouldn't be prime reasons for leasing, but they may help you decide between companies. Some leasing companies give additional aid to help non-transportation men plan their transportation operations. So, if you have to decide between two companies, then the extras, obviously, are bonuses.

One last word: Leasing may help you avoid time wasted on details and in directing truck management, but leasing won't alter fundamental business flaws, or faulty operation. Therefore, look carefully, look long and hard —in all directions—before you go to leasing.



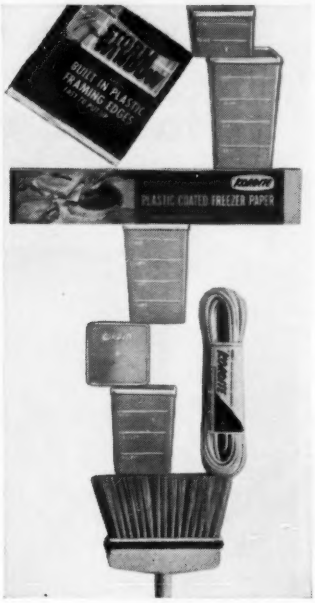
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- **Freezer Supplies**
  - Freeze Bags
  - Poultry Bags
  - Freeze Boxes
  - Freezer Tape
  - Freezer Wrap
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- **Plastic Storm Windows**
- **Brooms**
- **Plastic Clothespins**
- **Household Bags**

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Plants in Macedon, N. Y.
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Maybe you've heard about the challenge Fred Maytag has laid down to his engineers:

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Now, competitive engineers may be a little skeptical that this can be done and still keep costs within reach.

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The Maytag Company, Newton, Iowa.

MAYTAG

the dependable automatics

Major Appliances
Kitchens 80
Outdoor Power Equipment 82

In each directory, products are listed alphabetically and then divided into basic types to provide you with as complete information as possible. Air conditioners, for example, are divided into Automobile, Central System, Room and Heat Pump. Room air conditioners are further divided into 110-115, 208 and 220-230 Volt models.

Remember these simple instructions:

Products and manufacturers under each product are alphabetically arranged.

Features being identified are listed immediately under the product heading, and each given a number.

The numbers immediately following a manufacturer's name refer to features of his products.

Major Appliances

This section lists combinations (sink-refrigerators, range-refrigerators, etc.) in the "C's," as "Combination Units."

Dehumidifiers and Evaporative Coolers are in this section. Humidifiers are in the Electric Housewares Directory.

There is a list of makers of components and accessories in the Majors field at the end of the product listings.

Kitchens

This directory lists cabinets, materials and accessory manufacturers. Appliances used in the kitchen are in the Major Appliance or Electric Housewares Directories, depending on the product. Cross references have been added where there might be confusion about location.

Note that Kitchen Planning Kits or Materials are included.

Outdoor Power Equipment

Chain saws, a product designed primarily for outdoor use, are included in this section. Other portable power saws and tools are in the Power Tools Directory.

Detachable powered handles, used outdoors for edgers and/or trimmers and tillers, as well as indoors with floor care attachments, are listed in this section, not in the Floor Care Directory.

Engine manufacturers are listed at the end of this directory.

Major Appliances

AIR CONDITIONERS, *AUTOMOBILE*

Automotive Radio Mfg. Co. Inc	122 Brookline Ave. Boston, Mass
Chrysler Corp. Airtemp Div	1600 Webster St. Dayton 1, Ohio
Day & Night Mfg. Co., 1-2-3-5	855 Anaheim-Puente Rd. La Puente, Cal
Frigidaire Div. General Motors Corp	300 Taylor St. Dayton 1, Ohio
Kauffman Air Conditioning Co	4336 W Pine Blvd. St. Louis 8, Mo
York Div. Borg-Warner Corp	Grantley Rd. York, Pa

AIR CONDITIONERS, *CENTRAL SYSTEM*

1. *COOL & HEAT, ELECTRIC*
2. *COOL & HEAT, GAS*
3. *COOL ONLY*
4. *ELECTRIC COOL, GAS HEAT*
5. *ELECTRIC COOL, OIL HEAT*

Albion Div. McGraw-Edison Co., 1-3	704 N Clark St. Albion, Mich
AMANA REFRIGERATION INC., 1-3, Adv Pgs 90, 91	**Amana, Iowa**
Carrier Corp., 1-2-3-4-5	Carrier Parkway, Syracuse 1, NY
Century Engineering Corp., 1-3-4-5	221 - 4th Ave. SE, Cedar Rapids, Iowa
Chrysler Corp. Airtemp Div., 4-5	1600 Webster St. Dayton 1, Ohio
Day & Night Mfg. Co., 1-2-3-4	855 Anaheim-Puente Rd. La Puente, Cal
Delco Appliance Div. General Motors Corp., 1-3-4-5	Box 230, Rochester 1, NY
Domback Furnace & Foundry Co	33220 Lakeland Blvd. Eastlake, Ohio
Emerson Elec. Mfg. Co., 1-2-3	8100 Florissant Ave. St Louis 36, Mo
Fedders Corp., 1-3-4-5	59-01 Grand Ave. Maspeth 78, NY
Friedrick Refrigeration Inc	1117 E Commerce St. San Antonio 5, Tex
Gaffers & Sattler Div. - Utility Appl. Corp., 4	8111 W Beverly Blvd. Los Angeles 48, Cal
General Electric Co., 1-3-4-5	Appliance Park, Louisville 1, Ky
Heat Controllers Inc., 1-3-4	1900 Wellworth Ave. Jackson, Mich
Heil-Quaker Corp., 3-4-5	647 Thompson Ln. Nashville, Tenn
International Oil Burner Co., 1-3-4-5	Spring & Park Aves. St Louis 10, Mo
Iron Fireman Mfg. Co., 3	3170 W 106th St. Cleveland 11, Ohio
Kauffman Air Conditioning Co., 3	4336 W Pine Blvd. St. Louis 8, Mo
Little Burner Co. Inc., H. C.	Box 60, San Rafael, Cal
Majestic Co. Inc., The, 1-2-3	Huntington, Ind
Mathes Co. Div. of Glen Alden, 1-3	Marble Falls, Tex
Monogram Industries Inc., 4-5	825 S Front St. Quincy, Ill
Perfection Div. Hupp Corp., 1-3-4-5	1135 Ivanhoe Rd. Cleveland 10, Ohio
Pioneer Mfg. Co	3131 San Fernando Rd. Los Angeles 65, Cal
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 1-3	5119 District Blvd. Los Angeles 22, Cal
Thermo - Electronics Inc., 1	Box 946, Laurel, Miss
WRIGHT MFG. CO., 1-3-4, Adv Pg 98	**2902 W Thomas Rd. Phoenix 17, Ariz**
York Div. Borg-Warner Corp., 1-3-4-5	Grantley Rd. York, Pa

AIR CONDITIONERS, *ROOM, 110-115V*

1. *CASEMENT MODELS*
2. *MOBILE MODELS*
3. *THRU-THE-WALL MODELS*
4. *STANDARD MOUNT*
5. *RAPID MOUNT*
6. *FAN-ONLY OPERATION*
7. *W/THERMOSTATIC CONTROLS*
8. *W/O THERMOSTATIC CONTROLS*
9. *ACCESSIBLE FILTERS*

ADMIRAL SALES CORP., 3-4-5-7,	
Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Albion Div. McGraw-Edison Co., 1-3-4-5-6-7-9	704 N Clark St. Albion, Mich
AMANA REFRIGERATION INC., 1-3-4-5-6-7-9,	
Adv Pgs 90, 91	**Amana, Iowa**
Carrier Corp., 3-4-5-6-7-9	Carrier Parkway, Syracuse 1, NY
Chrysler Corp. Airtemp Div., 1-3-4-5-7	1600 Webster St. Dayton 1, Ohio
Du Mont Emerson Corp., 1-2-3-4-5-7-9	680 5th Ave. New York 19, NY
Emerson Elec. Mfg. Co., 3-4-6-7-9	8100 Florissant Ave. St Louis 36, Mo
Fedders Corp., 1-2-3-4-5-6-7-9	59-01 Grand Ave. Maspeth 78, NY
Friedrick Refrigeration Inc., 3-4	1117 E Commerce St. San Antonio 5, Tex
Frigidaire Div. General Motors Corp., 1-3-4-6-7-8-9	300 Taylor St. Dayton 1, Ohio
General Electric Co., 2-3-4-5-6-7-9	Appliance Park, Louisville 1, Ky
Heat Controllers Inc., 1-3-4-6-7-8-9	1900 Wellworth Ave. Jackson, Mich
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 3-4-5-7-9,	
Adv Pgs 88, 89	**5600 W Taylor St. Chicago 44, Ill**
Kauffman Air Conditioning Co., 3-4-7-9	4336 W Pine Blvd. St. Louis 8, Mo
Kelvinator Div. American Motors Corp., 4-5-6-7-9	14250 Plymouth Rd. Detroit 32, Mich
King Refrigerator Corp., 3-7-9	76-02 Woodhaven Blvd. Glendale 27, NY
Mathes Co. Div. of Glen Alden, 3-4-7-8-9	Marble Falls, Tex
PHILCO CORP., 3-4-5-6-7-9, Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Remington Corp., 3-4-7-9	Willey St. Auburn, NY
Welbilt Corp., 1-3-4-5-6-7-9	57-18 Flushing Ave. Maspeth 78, NY
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 2-3-4-5-6-7-8-9,	
Adv Pgs 85, 86, 87	**Box 2199, Columbus, Ohio**
Whirlpool Corp., 1-3-4-5-6-7-9	Administrative Center, Benton Harbor, Mich
York Div. Borg-Warner Corp., 3-4-5-6-7-8-9	Grantley Rd. York, Pa

AIR CONDITIONERS, *ROOM, 208V*

1. *CASEMENT MODELS*
2. *MOBILE MODELS*
3. *THRU-THE-WALL MODELS*
4. *STANDARD MOUNT*
5. *RAPID MOUNT*
6. *FAN-ONLY OPERATION*
7. *W/THERMOSTATIC CONTROLS*
8. *W/O THERMOSTATIC CONTROLS*
9. *ACCESSIBLE FILTERS*

ADMIRAL SALES CORP., 3-4-7,	
Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Albion Div. McGraw-Edison Co., 3-4-5-6-7-9	704 N Clark St. Albion, Mich
AMANA REFRIGERATION INC., 3-4-5-6-7-9,	
Adv Pgs 90, 91	**Amana, Iowa**
Carrier Corp., 3-4-6-7-9	Carrier Parkway, Syracuse 1, NY
Chrysler Corp. Airtemp Div., 3-4-5-7	1600 Webster St. Dayton 1, Ohio
Du Mont Emerson Corp., 3-4-5-7-9	680 5th Ave. New York 19, NY
Fedders Corp., 1-2-3-4-5-6-7-9	59-01 Grand Ave. Maspeth 78, NY
Frigidaire Div. General Motors Corp., 1-3-4-6-7-9	300 Taylor St. Dayton 1, Ohio
General Electric Co., 2-3-4-5-6-7-9	Appliance Park, Louisville 1, Ky
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 3-4-5-7-9,	
Adv Pgs 88, 89	**5600 W Taylor St. Chicago 44, Ill**
Kauffman Air Conditioning Co., 3-4-7	4336 W Pine Blvd. St. Louis 8, Mo
King Refrigerator Corp., 3-7-9	76-02 Woodhaven Blvd. Glendale 27, NY
PHILCO CORP., 3-4-5-7-9, Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Remington Corp., 3-4-7-9	Willey St. Auburn, NY
Welbilt Corp., 3-4-5-6-7-9	57-18 Flushing Ave. Maspeth 78, NY
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 2-3-4-5-6-7-8-9,	
Adv Pgs 85, 86, 87	**Box 2199, Columbus, Ohio**
Whirlpool Corp., 3-4-6-7-9	Administrative Center, Benton Harbor, Mich
York Div. Borg-Warner Corp., 3-4-5-6-7-8-9	Grantley Rd. York, Pa

AIR CONDITIONERS, *ROOM, 220-230V*

1. *CASEMENT MODELS*
2. *MOBILE MODELS*
3. *THRU-THE-WALL MODELS*
4. *STANDARD MOUNT*
5. *RAPID MOUNT*
6. *FAN-ONLY OPERATION*
7. *W/THERMOSTATIC CONTROLS*
8. *W/O THERMOSTATIC CONTROLS*
9. *ACCESSIBLE FILTERS*

ADMIRAL SALES CORP., 3-4-7,	
Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Albion Div. McGraw-Edison Co., 3-4-5-6-7-9	704 N Clark St. Albion, Mich
AMANA REFRIGERATION INC., 3-4-5-6-7-9,	
Adv Pgs 90, 91	**Amana, Iowa**
Carrier Corp., 3-4-6-7-9	Carrier Parkway, Syracuse 1, NY
Chrysler Corp. Airtemp Div., 3-4-7	1600 Webster St. Dayton 1, Ohio
Du Mont Emerson Corp., 3-4-5-7-9	680 5th Ave. New York 19, NY
Emerson Elec. Mfg. Co., 3-4-6-7	8100 Florissant Ave. St Louis 36, Mo
Fedders Corp., 1-2-3-4-5-6-7-9	59-01 Grand Ave. Maspeth 78, NY
Friedrick Refrigeration Inc., 3-4	1117 E Commerce St. San Antonio 5, Tex
Frigidaire Div. General Motors Corp., 1-3-4-6-9	300 Taylor St. Dayton 1, Ohio
Frigidaire Div. General Motors Corp., 7	300 Taylor St. Dayton 1, Ohio
General Electric Co., 2-3-4-5-6-7-9	Appliance Park, Louisville 1, Ky
Heat Controllers Inc., 3-4-6-7-9	1900 Wellworth Ave. Jackson, Mich
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 3-4-5-7-9	
Adv Pgs 88, 89	**5600 W Taylor St. Chicago 44, Ill**
Kauffman Air Conditioning Co., 3-4-7-9	4336 W Pine Blvd. St Louis 8, Mo
Kelvinator Div. American Motors Corp., 4-5-6-7-9	14250 Plymouth Rd. Detroit 32, Mich
Mathes Co. Div. of Glen Alden, 3-4-7-8-9	Marble Falls, Tex
Motor Wheel Corp. Consumer Prods. Div., 3	509 S Poplar St. LaGrange, Ind
PHILCO CORP., 3-4-5-6-7-8-9,	
Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Remington Corp., 3-4-7-9	Willey St. Auburn, NY
Welbilt Corp., 3-4-5-6-7-9	57-18 Flushing Ave. Maspeth 78, NY
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 2-3-4-5-6-7-8-9,	
Adv Pgs 85,86, 87	**Box 2199, Columbus, Ohio**
Whirlpool Corp., 1-3-4-5-6-7-9	Administrative Center, Benton Harbor, Mich
York Div. Borg-Warner Corp., 3-4-5-6-7-8-9	Grantley Rd. York, Pa

AIR CONDITIONERS, *ROOM, HEAT PUMP*

1. *110-115V*
2. *208V*
3. *220-230V*
4. *STANDARD MOUNT*
5. *RAPID MOUNT*

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Albion Div. McGraw-Edison Co., 1-3-4-5 ..... 704 N Clark St. Albion, Mich
AMANA REFRIGERATION INC., 1-2-3-4-5,
Adv Pgs 90, 91 ..... Amana, Iowa
Carrier Corp., 1-3-4 ..... Carrier Parkway, Syracuse 1, NY
Century Engineering Corp., 3 ..... 221 - 4th Ave. SE, Cedar Rapids, Iowa
Chrysler Corp. Airtemp Div., 1-2-3-4-5 ..... 1600 Webster St. Dayton 1, Ohio
Du Mont Emerson Corp., 1-3-4-5 ..... 680 5th Ave. New York 19, NY
Emerson Elec. Mfg. Co., 1-3-4 ..... 8100 Florissant Ave. St Louis 36, Mo
Fedders Corp., 1-2-3-4-5 ..... 59-01 Grand Ave. Maspeth 78, NY
Frigidaire Div. General Motors Corp., 3-4 ..... 300 Taylor St. Dayton 1, Ohio
Frigidaire Div. General Motors Corp..... 300 Taylor St. Dayton 1, Ohio
General Electric Co., 1-2-3-4 ..... Appliance Park, Louisville 1, Ky
Kauffman Air Conditioning Co., 1-2-3-4 ..... 4336 W Pine Blvd. St. Louis 8, Mo
Mathes Co. Div. of Glen Alden, 3-4 ..... Marble Falls, Tex
PHILCO CORP., 1-2-3-4-5, Adv Pgs 95, 102, 136 .. Tioga & "C" Sts. Philadelphia 34, Pa
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 2-3-5
5119 District Blvd. Los Angeles 22, Cal
Welbilt Corp., 1-2-3-4-5 ..... 57-18 Flushing Ave. Maspeth 78, NY

WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 2-3-4-5,
Adv Pgs 85, 86, 87 ..... Box 2199, Columbus, Ohio
York Div. Borg-Warner Corp., 1-2-3-4-5..... Grantley Rd. York, Pa

COMBINATION UNITS

1. *RANGE/REFRIGERATOR (NO OVEN)*
2. *RANGE/OVEN/REFRIGERATOR*
3. *RANGE/OVEN/SINK/REFRIGERATOR*
4. *RANGE/FREEZER/REFRIGERATOR/SINK*
5. *RANGE/REFRIGERATOR/SINK*
6. *SINK/REFRIGERATOR*
7. *SINK/DISHWASHER*
8. *SINK/SMALL APPL. POWER UNIT*

Acme-National Refrigeration Inc., 1-2-3-5-6 ..... 19-26 Hazen St. Astoria, L.I., NY
Davis Prods. Co., 1-2-3-5-6 ..... U. S. Hwy. 31, Niles, Mich
Dwyer Products Inc., 1-2-3-4-5-6..... Calumet & Holiday, Michigan City, Ind
King Refrigerator Corp., 1-3-5-6 ..... 76-02 Woodhaven Blvd. Glendale 27, NY
KITCHENAID HOME DISHWASHER DIV. HOBART MFG. CO., THE, 7,
Adv Pg 98 ..... Troy, Ohio
Ling-Temco Electronics Inc. Temco Ind. Div., 7 ..... Box 6191, Dallas 22, Tex
New Milford Construction & Repair Co., 5-6-8 ..... 169 Lodi St. Hackensack, NJ
Nu Tone Inc., 8 ..... Madison & Red Bank Rds. Cincinnati 27, Ohio
Solar Systems Inc., 1-2-3-4-5-6-7 ..... 11936 Valerio St. N Hollywood, Cal
Springer-Penguin Inc., 6 ..... 9-07 34th Ave. Long Island City 6, NY
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp
5119 District Blvd. Los Angeles 22, Cal

DEHUMIDIFIERS, *CHEMICAL ACTION*

1. *AUTOMATIC SHUT-OFF*
2. *W/HUMIDISTAT*
3. *W/O HUMIDISTAT*

Dryomatic Corp., 1-2-3 ..... Box 591, Alexandria, Va
Metalaire Products Div. McGraw-Edison Co., 1-2-3.. Box 1712, Phoenix, Ariz
Box 1712, Phoenix, Ariz

DEHUMIDIFIERS, *COMPRESSOR TYPE*

1. *AUTOMATIC SHUT-OFF*
2. *W/HUMIDISTAT*
3. *W/O HUMIDISTAT*
4. *W/TIMER*

ADMIRAL SALES CORP., 2-3,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
Albion Div. McGraw-Edison Co., 2-3 ..... 704 N Clark St. Albion, Mich
AMANA REFRIGERATION INC., 1-2-3,
Adv Pgs 90, 91 ..... Amana, Iowa
Berns Air King Corp., 1-2-3-4 ..... 3050 N Rockwell St. Chicago 18, Ill
Dryomatic Corp., 1-2-3 ..... Box 591, Alexandria, Va
Du Mont Emerson Corp., 1-2-3 ..... 680 5th Ave. New York 19, NY
Ebco Mfg. Co., 1-2-3 ..... 265 N Hamilton Rd. Columbus 13, Ohio
Emerson Elec. Mfg. Co., 1-2-3 ..... 8100 Florissant Ave. St Louis 36, Mo
Fedders Corp., 1-2-3 ..... 59-01 Grand Ave. Maspeth 78, NY
Fresh'nd-Aire Co. A Div. of Cory Corp., 1-2-3 ..... 3200 W Peterson, Chicago 45, Ill
Heat Controllers Inc., 2-3 ..... 1900 Wellworth Ave. Jackson, Mich
Kauffman Air Conditioning Co., 1-2-4 ..... 4336 W Pine Blvd. St. Louis 8, Mo
Kelvinator Div. American Motors Corp., 2 ..... 14250 Plymouth Rd. Detroit 32, Mich
Mitchell Mfg. Co. A Div. of Cory Corp., 1-2-3 ..... 3200 W Peterson, Chicago 45, Ill
Remington Corp., 1-2 ..... Willey St. Auburn, NY
Thermo - Electronics Inc., 1..... Box 946, Laurel, Miss

WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1-2-3,
Adv Pgs 85, 86, 87 ..... Box 2199, Columbus, Ohio
Whirlpool Corp., 1-2 ..... Administrative Center, Benton Harbor, Mich

DISHWASHERS, *BUILT-IN* See Also: COMBINATIONS, *This Section*

1. *DRYING AGENT INJECTION*
2. *TIMED DETERGENT DUMPS*
3. *FRONT LOAD*
4. *TOP LOAD*
5. *GRAVITY DRAIN*
6. *PUMP DRAIN*
7. *IMPELLER ACTION*
8. *SPRAY-ARM ACTION*
9. *LIGHT SOIL CYCLE*
10. *RINSE-AND-STAND CYCLE*
11. *UTENSIL CYCLE*

ADMIRAL SALES CORP., 2-6-9-10,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
Chambers Built-Ins Co., 2-3-5-6-7-9-10-11 ..... Box 218, Arlington Hts., Ill
Frigidaire Div. General Motors Corp., 1-2-3-5-6-8-9-11
300 Taylor St. Dayton 1, Ohio
Gaffers & Sattler Div. - Utility Appl. Corp., 1-2-3-6-7-8-9
8111 W Beverly Blvd. Los Angeles 48, Cal
General Electric Co., 1-2-4-6-7-9-11 ..... Appliance Park, Louisville 1, Ky
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 1-2-3-5-6-7-8-9-10-11,
Adv Pgs 88, 89 ..... 5600 W Taylor St. Chicago 44, Ill
Kelvinator Div. American Motors Corp., 2-3-6-7-9-10-11
14250 Plymouth Rd. Detroit 32, Mich
KITCHENAID HOME DISHWASHER DIV. HOBART MFG. CO., THE, 1-2-3-5-6-8-9-10-11,
Adv Pg 98 ..... Troy, Ohio
Ling-Temco Electronics Inc. Temco Ind. Div., 3-4-5-6-9-11-12-13-14-15
Box 6191, Dallas 22, Tex
O'Keefe & Merritt, 3-6-7-10 ..... 3700 E Olympic Blvd. Los Angeles 23, Cal
PHILCO CORP., 2-3-6-7-9-11, Adv Pgs 95, 102, 136 Tioga & "C" Sts. Philadelphia 34, Pa
Preway Inc., 3-6-11 ..... Wisconsin Rapids, Wis
TAPPAN CO., 1-2-3-6-9-10-11, Adv Pg 2 ..... 250 Wayne St. Mansfield, Ohio
Tennessee Stove Works, 2-3-6-7-9-11 ..... Chattanooga 1, Tenn
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 3
5119 District Blvd. Los Angeles 22, Cal
Waste King Corp., 1-2-3-6-8-10-11 ..... 3300 E 50th St. Los Angeles 58, Cal
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 4-6-7-10,
Adv Pgs 85, 86, 87 ..... Box 2199, Columbus, Ohio
Whirlpool Corp., 1-2-3-6-7-8-9-10-11 ..... Administrative Center, Benton Harbor, Mich
Youngstown Kitchens, 3-5-6-8-9..... University St. Warren, Ohio

DISHWASHER, *FREE-STANDING*

1. *CONVERTIBLE TO BUILT-IN*
2. *CUTTING BOARD TOP*
3. *DROP-LEAF TOP*
4. *LAMINATED PLASTIC TOP*
5. *DRYING AGENT INJECTION*
6. *TIMED DETERGENT DUMPS*
7. *FRONT LOAD*
8. *TOP LOAD*
9. *GRAVITY DRAIN*
10. *PUMP DRAIN*
11. *IMPELLER ACTION*
12. *SPRAY-ARM ACTION*
13. *LIGHT SOIL CYCLE*
14. *RINSE-AND-STAND CYCLE*
15. *UTENSIL CYCLE*

Frigidaire Div. General Motors Corp., 1-5-6-7-9-10-12-13-15
300 Taylor St. Dayton 1, Ohio
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 4-5-6-8-9-10-12-13-14-15,
Adv Pgs 88, 89 ..... 5600 W Taylor St. Chicago 44, Ill
Kelvinator Div. American Motors Corp., 1-2-6-7-10-11-13-14-15
14250 Plymouth Rd. Detroit 32, Mich
KITCHENAID HOME DISHWASHER DIV. HOBART MFG. CO., THE, 1-2-5-6-7-9-10-12-13-14-15,
Adv Pg 98 ..... Troy, Ohio
Ling-Temco Electronics Inc. Temco Ind. Div., 1-7-8-9-10-13-15-16-17-18-19
Box 6191, Dallas 22, Tex
O'Keefe & Merritt, 1-2-4-7-10-11-14 ..... 3700 E Olympic Blvd. Los Angeles 23, Cal
TAPPAN CO., 2-4-6-7-10-13-14-15, Adv Pg 2 .... 250 Wayne St. Mansfield, Ohio
Waste King Corp., 1-2-5-6-7-10-12-14-15 ..... 3300 E 50th St. Los Angeles 58, Cal
Westinghouse Elec. Corp., 5-6-8-10-11-13-15 ..... 246 E 4th St. Mansfield, Ohio
Whirlpool Corp., 1-5-6-7-10-11-12-13-14-15 ..... Administrative Center, Benton Harbor, Mich
Youngstown Kitchens, 1-4-7-9-10-12-13..... University St. Warren, Ohio

Major Appliances

DISHWASHERS, PORTABLE

1. CONVERTIBLE TO BUILT-IN
2. CUTTING BOARD TOP
3. DROP-LEAF TOP
4. LAMINATED PLASTIC TOP
5. DRYING AGENT INJECTION
6. TIMED DETERGENT DUMPS
7. FRONT LOAD
8. TOP LOAD
9. GRAVITY DRAIN
10. PUMP DRAIN
11. IMPELLER ACTION
12. SPRAY-ARM ACTION
13. LIGHT SOIL CYCLE
14. RINSE-AND-STAND CYCLE
15. UTENSIL CYCLE

ADMIRAL SALES CORP., 8-10-11-13-14,	
Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Chico General Products Corp	1299 Bayshore, Burlingame, Cal
Frigidaire Div. General Motors Corp., 1-2-6-7-8-9-10-11-12-13-14-15	300 Taylor St. Dayton 1, Ohio
General Electric Co., 4-5-6-8-10-11-13-15	Appliance Park, Louisville 1, Ky
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 1-2-5-6-7-9-10-12-13-14-15,	
Adv Pgs 88, 89	**5600 W Taylor St. Chicago 44, Ill**
Kelvinator Div. American Motors Corp., 3-6-8-10-11-13-14-15	14250 Plymouth Rd. Detroit 32, Mich
KITCHENAID HOME DISHWASHER DIV. HOBART MFG. CO., THE, 1-2-5-6-7-8-9-10-12-13-14-15,	
Adv Pg 98	**Troy, Ohio**
Ling-Temco Electronics Inc. Temco Ind. Div., 1-7-8-9-10-13-15-16-17-18-19	Box 6191, Dallas 22, Tex
Preway Inc., 3-8-10-11-13	Wisconsin Rapids, Wis
Waste King Corp., 5-6-8-10-12	3300 E 50th St. Los Angeles 58, Cal
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 8-10-11,	
Adv Pgs 85, 86, 87	**Box 2199, Columbus, Ohio**
Whirlpool Corp., 4-6-8-10-11-12-13-14-15	Administrative Center, Benton Harbor, Mich

DISPOSERS, FOOD WASTE-BATCH FEED

1. AUTOMATIC RESET OVERLOAD SWITCH
2. MANUAL RESET OVERLOAD SWITCH
3. AUTOMATIC REVERSE
4. REVERSING SWITCH
5. DISHWASHER CONNECTION
6. W/INSULATION
7. 1/4 HP
8. 1/3 HP
9. 1/2 HP

General Electric Co., 1-5-6-8	Appliance Park, Louisville 1, Ky
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 5-8,	
Adv Pgs 88, 89	**5600 W Taylor St. Chicago 44, Ill**
In-Sink-Erator Mfg. Co., 2-3-4-5-6-8-9	1225-14th St. Racine, Wis
National Rubber Machinery Co. Plumbing Equipment Div., 1-4-5-6-8-9	920 Lafayette Rd. Medina, Ohio
O'Keefe & Merritt, 4-5-9	3700 E Olympic Blvd. Los Angeles 23, Cal
TAPPAN CO., 1-4-6-9, Adv Pg 2	**250 Wayne St. Mansfield, Ohio**
Whirlpool Corp., 1-3-5-8	Administrative Center, Benton Harbor, Mich

DISPOSERS, FOOD WASTE-CONTINUOUS FEED

1. AUTOMATIC RESET OVERLOAD SWITCH
2. MANUAL RESET OVERLOAD SWITCH
3. AUTOMATIC REVERSE
4. REVERSING SWITCH
5. DISHWASHER CONNECTION
6. W/INSULATION
7. 1/4 HP
8. 1/3 HP
9. 1/2 HP

Chambers Built-Ins Co	Box 218, Arlington Hts., Ill
Frigidaire Div. General Motors Corp., 2-5-6-8	300 Taylor St. Dayton 1, Ohio
General Electric Co., 2-5-8	Appliance Park, Louisville 1, Ky
Hedlund Co., W. T., 2-5-6-8-9	4600 W Washington Blvd. Los Angeles 16, Cal
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 1-3-5-6-8,	
Adv Pgs 88, 89	**5600 W Taylor St. Chicago 44, Ill**
In-Sink-Erator Mfg. Co., 2-3-4-5-6-8-9	1225-14th St. Racine, Wis
Kelvinator Div. American Motors Corp., 2-5-8	14250 Plymouth Rd. Detroit 32, Mich
National Rubber Machinery Co. Plumbing Equipment Div., 2-4-5-6-8-9	920 Lafayette Rd. Medina, Ohio
O'Keefe & Merritt, 4-5-8	3700 E Olympic Blvd. Los Angeles 23, Cal
PHILCO CORP., 2-5-8, Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Pioneer Mfg. Co.	3131 San Fernando Rd. Los Angeles 65, Cal
TAPPAN CO., 2-4-6-8-9, Adv Pg 2	**250 Wayne St. Mansfield, Ohio**
Waste King Corp., 2-5-6-8	3300 E 50th St. Los Angeles 58, Cal
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 2-5-8,	
Adv Pgs 85, 86, 87	**Box 2199, Columbus, Ohio**
Whirlpool Corp., 2-5-8	Administrative Center, Benton Harbor, Mich
Youngstown Kitchens, 2-5-6-8-9	University St. Warren, Ohio

DRYERS, ELECTRIC

1. AUTOMATIC DRYING CONTROLS
2. CONDENSER TYPE
3. VENT TYPE
4. COOL OR NO-HEAT CYCLE
5. PORTHOLE DOOR
6. 110V
7. 220V
8. 110V. CONVERTIBLE TO 220V

Barton Corp., The, 3-4-6-7	Box 279, West Bend, Wis
Blackstone Corp., 1-3-4-6-7-8	1111 Allen St. Jamestown, NY
Easy Laundry Appliance Div. Murray Corp. of America, The, 1-3-4-6-7-8	919 N Michigan Ave. Chicago 11, Ill
Frigidaire Div. General Motors Corp., 1-2-3-4-7-8	300 Taylor St. Dayton 1, Ohio
General Electric Co., 1-2-3-4-7	Appliance Park, Louisville 1, Ky
HAMILTON MFG. CO., 1-3-4-5-6-7, Adv Pgs 92, 93	**Two Rivers, Wis**
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 2-3-4-6-8,	
Adv Pgs 88, 89	**5600 W Taylor St. Chicago 44, Ill**
International Register Co., 1	2620 W Washington Blvd. Chicago 12, Ill
Kelvinator Div. American Motors Corp., 1-3-4-7-8	14250 Plymouth Rd. Detroit 32, Mich
Marquette Corp., 1-3-5-7	307 E Hennepin Ave. Minneapolis 3, Minn
MAYTAG CO., 1-2-3-4-7-8, Adv Pg 68	**Newton, Iowa**
Norge Sales Corp., 1-3-4-7	Merchandise Mart Plaza, Chicago 54, Ill
Norge Sales Corp	Merchandise Mart Plaza, Chicago 54, Ill
PHILCO CORP., 1-3-4-5-7-8,	
Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Speed Queen Div. McGraw-Edison Co., 1-2-3-4-5-6-7	Ripon, Wis
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1-3-4-5-6-7-8,	
Adv Pgs 85, 86, 87	**Box 2199, Columbus, Ohio**
Whirlpool Corp., 1-3-4-5-7	Administrative Center, Benton Harbor, Mich

DRYERS, GAS

1. AUTOMATIC DRYING CONTROLS
2. CONSTANT PILOT
3. SPARK-IGNITION
4. COOL OR NO-HEAT CYCLE
5. PORTHOLE DOOR

Barton Corp., The, 2-4	Box 279, West Bend, Wis
Blackstone Corp., 1-2-3-4	1111 Allen St. Jamestown, NY
Easy Laundry Appliance Div. Murray Corp. of America, The, 1-2-4	919 N Michigan Ave. Chicago 11, Ill
Frigidaire Div. General Motors Corp., 1-2-4	300 Taylor St. Dayton 1, Ohio
HAMILTON MFG. CO., 1-2-3-4-5, Adv Pgs 92, 93	**Two Rivers, Wis**
International Register Co., 1	2620 W Washington Blvd. Chicago 12, Ill
Kelvinator Div. American Motors Corp., 1-2-3-4	14250 Plymouth Rd. Detroit 32, Mich
Marquette Corp., 1-2-5	307 E Hennepin Ave. Minneapolis 3, Minn
MAYTAG CO., 1-2-4, Adv Pg 68	**Newton, Iowa**
Norge Sales Corp., 1-2-4	Merchandise Mart Plaza, Chicago 54, Ill
PHILCO CORP., 1-2-4-5, Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Speed Queen Div. McGraw-Edison Co., 1-2-3-4-5	Ripon, Wis
Stiglitz Corp., 2-3-4-5	2007 Portland Ave. Louisville, Ky
Whirlpool Corp., 1-2-3-4-5	Administrative Center, Benton Harbor, Mich

EVAPORATIVE COOLERS, SINGLE SPEED

1. ACTIVATED CHARCOAL FILTER
2. TREATED FILTERS
3. FAN ONLY OPERATION
4. SINGLE BLOWER
5. DUAL BLOWERS
6. THERMOSTATIC CONTROLS
7. WATER LEVEL INDICATOR
8. W/CARRYING HANDLE
9. W/O CARRYING HANDLE
10. W/HUMIDISTAT

Carrier Corp	Carrier Parkway, Syracuse 1, NY
Chico General Products Corp	1299 Bayshore, Burlingame, Cal
Dearborn Stove Co., 2-4-8-9	1700 W Commerce, Dallas, Tex
Essick Mfg. Co., 2-3-4	1950 Santa Fe Ave. Los Angeles 21, Cal
Gaffers & Sattler Div. - Utility Appl. Corp., 2-3-4-7-8	8111 W Beverly Blvd. Los Angeles 48, Cal
Rabar Inc., 4-5-7-8-9	10823 E Rush St. El Monte, Cal

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 2-3-4-7-8-9,
Adv Pgs 85, 86, 87 ..... **Box 2199, Columbus, Ohio**
WRIGHT MFG. CO., 2-4-7-8, Adv Pg 98 ..... **2902 W Thomas Rd. Phoenix 17, Ariz**

EVAPORATIVE COOLERS, *TWO SPEED*

1. *ACTIVATED CHARCOAL FILTER*
2. *TREATED FILTERS*
3. *FAN ONLY OPERATION*
4. *SINGLE BLOWER*
5. *DUAL BLOWERS*
6. *THERMOSTATIC CONTROLS*
7. *WATER LEVEL INDICATOR*
8. *W/HUMIDISTAT*

Carrier Corp. ..... Carrier Parkway, Syracuse 1, NY
Dearborn Stove Co., 2-4 ..... 1700 W Commerce, Dallas, Tex
Essick Mfg. Co., 1-2-3-4-7 ..... 1950 Santa Fe Ave. Los Angeles 21, Cal
Gaffers & Sattler Div. - Utility Appl. Corp., 2-3-4-7 8111 W Beverly Blvd. Los Angeles 48, Cal
Magic Hostess Corp ..... 36th & Bennington, Kansas City 29, Mo
Metalaire Products Div. McGraw-Edison Co., 1-2-3-4-7
Rabar Inc., 3-4-5-7 ..... 10823 E Rush St. El Monte, Cal
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 4
5119 District Blvd. Los Angeles 22, Cal
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 2-3-4-7-8,
Adv Pgs 85, 86, 87 ..... **Box 2199, Columbus, Ohio**
WRIGHT MFG. CO., 2-4-7, Adv Pg 98 ..... **2902 W Thomas Rd. Phoenix 17, Ariz**

EVAPORATIVE COOLERS, *THREE SPEED*

1. *ACTIVATED CHARCOAL FILTER*
2. *TREATED FILTERS*
3. *FAN ONLY OPERATION*
4. *SINGLE BLOWER*
5. *DUAL BLOWERS*
6. *THERMOSTATIC CONTROLS*
7. *WATER LEVEL INDICATOR*
8. *W/HUMIDISTAT*

Carrier Corp. ..... Carrier Parkway, Syracuse 1, NY
Dearborn Stove Co., 3 ..... 1700 W Commerce, Dallas, Tex
Essick Mfg. Co., 1-2-3-4-5-7 ..... 1950 Santa Fe Ave. Los Angeles 21, Cal
Gaffers & Sattler Div. - Utility Appl. Corp., 2-3-4-7 8111 W Beverly Blvd. Los Angeles 48, Cal
Magic Hostess Corp ..... 36th & Bennington, Kansas City 29, Mo
Metalaire Products Div. McGraw-Edison Co., 1-2-3-4-5-6-7
Box 1712, Phoenix, Ariz
Research Products Corp., 2 ..... 1015 E Washington Ave. Madison 1, Wis
WRIGHT MFG. CO., 1-2-5-6-7, Adv Pg 98 ..... **2902 W Thomas Rd. Phoenix 17, Ariz**

FREEZERS, *BUILT-IN*

1. *AUTOMATIC DEFROST*
2. *FROSTLESS (FROST-FREE)*
3. *PUSH-BUTTON DEFROST*

Chambers Built-Ins Co ..... Box 218, Arlington Hts., Ill
Chambers Built-Ins Co., 1-2 ..... Box 218, Arlington Hts., Ill
Gray & Dudley Co., 1-2 ..... 2300 Clifton Rd. Nashville 3, Tenn
King Refrigerator Corp ..... 76-02 Woodhaven Blvd. Glendale 27, NY
Revco Inc., 2 ..... Deerfield, Mich
Solar Systems Inc., 1-2-3 ..... 11936 Valerio St. N Hollywood, Cal
Sub-Zero Freezer Co. Inc., 1-2 ..... Box 2017, Madison, Wis
Whirlpool Corp., 2 ..... Administrative Center, Benton Harbor, Mich

FREEZERS, *CHEST*

1. *AUTOMATIC DEFROST*
2. *FROSTLESS (FROST-FREE)*
3. *INTERIOR LIGHT*
4. *PUSH-BUTTON DEFROST*

ADMIRAL SALES CORP., 3,
Adv Pgs Inside Front Cover, 1 ..... **3800 W Cortland St. Chicago 47, Ill**
AMANA REFRIGERATION INC., 3, Adv Pgs 90, 91 . **Amana, Iowa**
Ben Hur Mfg. Co ..... 634 E Keefe Ave. Milwaukee, Wis
Frigidaire Div. General Motors Corp., 3 ..... 300 Taylor St. Dayton 1, Ohio
GIBSON REFRIGERATOR SALES CORP. SUB. OF HUPP CORP.,
Adv Pg 94 ..... **Greenville, Mich**
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 3,
Adv Pgs 88, 89 ..... **5600 W Taylor St. Chicago 44, Ill**
Kelvinator Div. American Motors Corp., 3 ..... 14250 Plymouth Rd. Detroit 32, Mich
King Refrigerator Corp ..... 76-02 Woodhaven Blvd. Glendale 27, NY
MAGIC CHEF, 1, Adv Pg 93 ..... **King Edward Ave. Cleveland, Tenn**
MANITOWOC EQUIPMENT WORKS, 3, Adv Pg 97 ... **621 Quay St. Manitowoc, Wis**
Marquette Corp., 1-2-3 ..... 307 E Hennepin Ave. Minneapolis 3, Minn
Norge Sales Corp., 3 ..... Merchandise Mart Plaza, Chicago 54, Ill
PHILCO CORP., 3, Adv Pgs 95, 102, 136 ..... **Tioga & "C" Sts. Philadelphia 34, Pa**
Revco Inc., 3 ..... Deerfield, Mich
Solar Systems Inc., 1-2-3-4 ..... 11936 Valerio St. N Hollywood, Cal
United Refrigerator Co., 3 ..... Locust & Walnut Sts. Hudson, Wis
Victor Products Corp., 3 ..... 901 Pope Ave. Hagerstown, Md

WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 2,
Adv Pgs 85, 86, 87 ..... **Box 2199, Columbus, Ohio**
Whirlpool Corp., 3-4 ..... Administrative Center, Benton Harbor, Mich

FREEZERS, *UPRIGHT*

1. *AUTOMATIC DEFROST*
2. *FROST FREE*
3. *INTERIOR LIGHT*
4. *PUSH-BUTTON DEFROST*

ADMIRAL SALES CORP., 2-3,
Adv Pgs Inside Front Cover, 1 ..... **3800 W Cortland St. Chicago 47, Ill**
AMANA REFRIGERATION INC., 2-3, Adv Pgs 90, 91 **Amana, Iowa**
Ben Hur Mfg. Co ..... 634 E Keefe Ave. Milwaukee, Wis
Carrier Corp., 1-2-3 ..... Carrier Parkway, Syracuse 1, NY
Frigidaire Div. General Motors Corp., 2-3 ..... 300 Taylor St. Dayton 1, Ohio
General Electric Co., 1-2-3 ..... Appliance Park, Louisville 1, Ky
GIBSON REFRIGERATOR SALES CORP. SUB. OF HUPP CORP., 2-3,
Adv Pg 94 ..... **Greenville, Mich**
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 3,
Adv Pgs 88, 89 ..... **5600 W Taylor St. Chicago 44, Ill**
Kelvinator Div. American Motors Corp., 2-3 ..... 14250 Plymouth Rd. Detroit 32, Mich
King Refrigerator Corp ..... 76-02 Woodhaven Blvd. Glendale 27, NY
MAGIC CHEF, 2-3, Adv Pg 93 ..... **King Edward Ave. Cleveland, Tenn**
MANITOWOC EQUIPMENT WORKS, 2-3-4, Adv Pg 97 **621 Quay St. Manitowoc, Wis**
Marquette Corp., 1-2-3 ..... 307 E Hennepin Ave. Minneapolis 3, Minn
Norge Sales Corp., 3 ..... Merchandise Mart Plaza, Chicago 54, Ill
Norge Sales Corp ..... Merchandise Mart Plaza, Chicago 54, Ill
PHILCO CORP., 2-3, Adv Pgs 95, 102, 136 ..... **Tioga & "C" Sts. Philadelphia 34, Pa**
Quicfrez Inc ..... 105 Oak Pl. Fond Du Lac, Wis
Ranney Refrigerator Co., 2-3 ..... Greenville, Mich
Revco Inc., 2 ..... Deerfield, Mich
Solar Systems Inc., 1-2-3-4 ..... 11936 Valerio St. N Hollywood, Cal
Sub-Zero Freezer Co. Inc., 1-2-3 ..... Box 2017, Madison, Wis
United Refrigerator Co., 2-3 ..... Locust & Walnut Sts. Hudson, Wis
Victor Products Corp ..... 901 Pope Ave. Hagerstown, Md

WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 3-4,
Adv Pgs 85, 86, 87 ..... **Box 2199, Columbus, Ohio**
Whirlpool Corp., 2-3-4 ..... Administrative Center, Benton Harbor, Mich

FREEZERS, *COMPACT See Also:* COMBINATIONS, *This Section*

1. *BUILT-IN*
2. *FREE-STANDING*

AMANA REFRIGERATION INC., 2, Adv Pgs 90, 91 . **Amana, Iowa**
Glasco Corp., 1-2 ..... 1520 W 5th St, Muncie, Ind
King Refrigerator Corp., 1-2 ..... 76-02 Woodhaven Blvd. Glendale 27, NY
MAGIC CHEF, 2, Adv Pg 93 ..... **King Edward Ave. Cleveland, Tenn**
Marquette Corp., 2 ..... 307 E Hennepin Ave. Minneapolis 3, Minn
Ranney Refrigerator Co., 2 ..... Greenville, Mich
Solar Systems Inc., 1-2 ..... 11936 Valerio St. N Hollywood, Cal
Sub-Zero Freezer Co. Inc., 1-2 ..... Box 2017, Madison, Wis
Uropa International Inc., 1-2 ..... 16 W 32nd St. New York 1, NY

FREEZERS, *BASE CABINET FOR 40" BASE-CABINET TYPE RANGE*

King Refrigerator Corp ..... 76-02 Woodhaven Blvd. Glendale 27, NY
Solar Systems Inc ..... 11936 Valerio St. N Hollywood, Cal

FREEZER-REFRIGERATOR *COMBINATION (More Freezer Cap. Than Refrig. Cap.) See Also:* REFRIGERATOR-FREEZERS

1. *FREEZER DOWN*
2. *FREEZER UP*
3. *AUTOMATIC DEFROST*
4. *FROSTLESS (FROST-FREE)*
5. *PUSH-BUTTON DEFROST*
6. *FIXED SHELVES*
7. *SWING OR ROLL-OUT SHELVES*

Ben Hur Mfg. Co ..... 634 E Keefe Ave. Milwaukee, Wis
Carrier Corp., 1-3-4-5-6 ..... Carrier Parkway, Syracuse 1, NY
GIBSON REFRIGERATOR SALES CORP. SUB. OF HUPP CORP., 1-3-6-7,
Adv Pg 94 ..... **Greenville, Mich**
Gray & Dudley Co., 1 ..... 2300 Clifton Rd. Nashville 3, Tenn

Major Appliances

MANITOWOC EQUIPMENT WORKS, 1-5-6, Adv Pg 97 — **621 Quay St. Manitowoc, Wis**
Marquette Corp., 1-2-3-4-6 — 307 E Hennepin Ave. Minneapolis 3, Minn
Ranney Refrigerator Co., 1-7 — Greenville, Mich
Solar Systems Inc., 1-2-3-4-5-6-7 — 11936 Valerio St. N Hollywood, Cal
Sub-Zero Freezer Co. Inc., 1-2-3-4-6-7 — Box 2017, Madison, Wis
United Refrigerator Co., 1-7 — Locust & Walnut Sts. Hudson, Wis
Victor Products Corp., 1-6-7 — 901 Pope Ave. Hagerstown, Md

HEATERS, *ROOM, ELECTRIC:* See ELECTRIC HOUSEWARES

HEATERS, *ROOM, GAS*
1. *FREE-STANDING*
2. *WALL, OR BUILT-IN*
3. *FORCED AIR*
4. *REMOTE THERMOSTAT*
5. *ATTACHED THERMOSTAT*
6. *VENTED*
7. *NON-VENTED*
8. *PORCELAIN ENAMEL FINISH*

Affiliated Mfgrs., 1-3-4-6 — 421 N 14th, Muskogee, Okla
Albion Div. McGraw-Edison Co., 1-3-5-6 — 704 N Clark St. Albion, Mich
Coroaire Heater Corp., 1-2-3-4-5-6 — 1422 Euclid Ave. Cleveland 15, Ohio
Dearborn Stove Co., 1-2-3-4-5-6-7 — 1700 W Commerce, Dallas, Tex
Emerson Elec. Mfg. Co., 2-3-4-5 — 8100 Florissant Ave. St Louis 36, Mo
Gaffers & Sattler Div. - Utility Appl. Corp., 2-3-4-5-6 — 8111 W Beverly Blvd. Los Angeles 48, Cal
Heil-Quaker Corp., 1-2-3-4-5-6-7-8 — 647 Thompson Ln. Nashville, Tenn
International Oil Burner Co., 2-3-4-6 — Spring & Park Aves. St Louis 10, Mo
Locke Stove Co., 1-3-4-5-6-7-8 — 114 W 11th St. Kansas City, Mo
Martin Stamping & Stove Co., 1-2-6-8 — Box 259, Huntsville, Ala
Monogram Industries Inc., 1-2-3-4-5-6-8 — 825 S Front St. Quincy, Ill
Motor Wheel Corp. Consumer Prods. Div., 1-4-5-6 — 509 S Poplar St. LaGrange, Ind
Perfection Div. Hupp Corp., 1-2-3-4-5-6-7 — 1135 Ivanhoe Rd. Cleveland 10, Ohio
Pioneer Mfg. Co. — 3131 San Fernando Rd. Los Angeles 65, Cal
Samuel Stamping & Enameling Co., 1-2-3-4-5-6-7 — Manufacturers Rd. Chattanooga 1, Tenn
Southern-Heater Corp., 2-3-6 — 405 E Pine St. Compton, Cal
Stiglitz Corp., 1-5-6 — 2007 Portland Ave. Louisville, Ky
Temco Inc., 1-2-3-4-5-6-7 — Nashville 9, Tenn
Trade-Wind Div. Robbins & Myers Inc., 2 — 7755 Paramount Pl. Pico Rivera, Cal
Wonder Warm Co., 1-2-3-4-5-6-7 — Nashville 9, Tenn

HEATERS, *ROOM, OIL*
1. *FORCED AIR*
2. *MECHANICAL DRAFT*
3. *THERMOSTAT-CONTROLLED*
4. *ADAPTABLE TO THERMOSTAT*
5. *PORCELAIN ENAMEL FINISH*

Albion Div. McGraw-Edison Co., 1-3-4 — 704 N Clark St. Albion, Mich
Heil-Quaker Corp., 1-2-3-4 — 647 Thompson Ln. Nashville, Tenn
International Oil Burner Co., 1-2-3 — Spring & Park Aves. St Louis 10, Mo
Monogram Industries Inc., 1-2-3-4-5 — 825 S Front St. Quincy, Ill
Motor Wheel Corp. Consumer Prods. Div., 1-2-4 — 509 S Poplar St. LaGrange, Ind
Perfection Div. Hupp Corp., 1-2-3-4 — 1135 Ivanhoe Rd. Cleveland 10, Ohio
Preway Inc., 2-4 — Wisconsin Rapids, Wis
Wonder Warm Co., 1-2-3-4 — Nashville 9, Tenn

HOODS: See KITCHENS

ICE CUBE MAKERS

Carrier Corp. — Carrier Parkway, Syracuse 1, NY
Chambers Built-Ins Co — Box 218, Arlington Hts., Ill
Frigidaire Div. General Motors Corp — 300 Taylor St. Dayton 1, Ohio
GIBSON REFRIGERATOR SALES CORP. SUB. OF HUPP CORP.,
Adv Pg 94 — **Greenville, Mich**
Springer-Penguin Inc — 9-07 34th Ave. Long Island City 6, NY
Sub-Zero Freezer Co. Inc — Box 2017, Madison, Wis
Whirlpool Corp — Administrative Center, Benton Harbor, Mich

INCINERATORS
1. *ELECTRIC*
2. *GAS*

Calcinator Corp., 1-2 — 28th & Water Sts. Bay City, Mich
Caloric Appliance Corp., 2 — Topton, Pa
Coroaire Heater Corp., 2 — 1422 Euclid Ave. Cleveland 15, Ohio
Dornbeck Furnace & Foundry Co — 33220 Lakeland Blvd. Eastlake, Ohio
Incinerator Products Co., 2 — 633 S Post Ave. Detroit 17, Mich
King-Seely Corp. Queen Products Div., 2 — 505 Front St. Albert Lea, Minn
Kohn Mfg. Co., 2 — 3231 N 30th St. Milwaukee 16, Wis
Little Burner Co. Inc., H. C., 2 — Box 60, San Rafael, Cal
Locke Stove Co., 2 — 114 W 11th St. Kansas City, Mo
Majestic Co. Inc., The — Huntington, Ind
Martin Stamping & Stove Co., 2 — Box 259, Huntsville, Ala
Silent Glow Oil Burner Corp., 1 — 850 Windsor St. Hartford 1, Conn
Syrall Mfg. Co., 1-2 — 511 N State St. Syracuse 3, NY

IRONERS
1. *BUILT-IN*
2. *FURNITURE CABINET*
3. *MOBILE*
4. *MOBILE, W/COVER*

Armstrong Products Corp., 1-3-4 — Huntington 12, W Va
Iron-A-Way Co., 1 — Box 326, Peoria, Ill
Ironrite Inc., 1-2-3-4 — 332 Cases Ave. Mt. Clements, Mich

OVENS, *ELECTRONIC (MICROWAVE)*
1. *BUILT-IN*
2. *FREE-STANDING*

Gray & Dudley Co., 1-2 — 2300 Clifton Rd. Nashville 3, Tenn
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 1-2,
Adv Pgs 88, 89 — **5600 W Taylor St. Chicago 44, Ill**
Raytheon Co. Radarange Dept — Waltham 54, Mass
TAPPAN CO., 1, Adv Pg 2 — **250 Wayne St. Mansfield, Ohio**
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1-2,
Adv Pgs 85, 86, 87 — **Box 2199, Columbus, Ohio**

OVENS, *MODULAR*
1. *ELECTRIC*
2. *GAS*

Columbus Stove Co., The, 1 — 2999 Silver Dr. Columbus 24, Ohio
PHILCO CORP., 1, Adv Pgs 95, 102, 136 — **Tioga & "C" Sts. Philadelphia 34, Pa**
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 1 — 5119 District Blvd. Los Angeles 22, Cal
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1,
Adv Pgs 85, 86, 87 — **Box 2199, Columbus, Ohio**
Whirlpool Corp., 1 — Administrative Center, Benton Harbor, Mich

OVENS, *WALL, ELECTRIC*
1. *SINGLE OVENS*
2. *DOUBLE OVENS, HORIZONTAL*
3. *DOUBLE OVENS, VERTICAL*
4. *MEAT THERMOMETER*
5. *GLASS-FRONT DOOR*
6. *REMOVABLE INTERIOR PANELS*
7. *INTERCHANGEABLE DOOR PANELS*
8. *INTERIOR LIGHT*
9. *W/ROTISSERIE*
10. *W/TIMER*
11. *W/TIMED APPLIANCE OUTLET*

ADMIRAL SALES CORP., 1-8-9-10,
Adv Pgs Inside Front Cover, 1 — **3800 W Cortland St. Chicago 47, Ill**
Affiliated Mfgrs., 1-3-5-8-9-10 — 421 N 14th, Muskogee, Okla
Athens Stove Works Inc., 1-3-5-7-8-9-10-11 — 213 Hicks St. Athens, Tenn
Brown Stove Works Inc., 1-3-5-7-8-9-10-11 — Carolina Ave. Cleveland, Tenn
Chambers Built-Ins Co., 1-2-3-5-8-9-10-11 — Box 218, Arlington Hts., Ill
Frigidaire Div. General Motors Corp., 1-3-4-5-8-9-10 — 300 Taylor St. Dayton 1, Ohio
Gaffers & Sattler Div. - Utility Appl. Corp., 1-3-5-8-9-10 — 8111 W Beverly Blvd. Los Angeles 48, Cal
General Electric Co., 1-3-4-5-8-9-10 — Appliance Park, Louisville 1, Ky
Gray & Dudley Co., 1-3-5-7-8-9-10 — 2300 Clifton Rd. Nashville 3, Tenn
Hardwick Stove Co., 1-5-7-8-9-10 — 240 Edwards St. SE, Cleveland, Tenn
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 1-2-3-4-5-6-7-8-9-10-11,
Adv Pgs 88, 89 — **5600 W Taylor St. Chicago 44, Ill**
Kelvinator Div. American Motors Corp., 1-5-8-9-10 — 14250 Plymouth Rd. Detroit 32, Mich

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

MAGIC CHEF, 1-5-7-8-10-11, Adv Pg 93	**King Edward Ave. Cleveland, Tenn**
Monarch Range Co., 1-4-5-6-8-9-10-11	1611 T Lake St. Beaver Dam, Wis
O'Keefe & Merritt, 1-2-3-4-5-8-9-10-11	3700 E Olympic Blvd. Los Angeles 23, Cal
PHICLO CORP., 1-5-7-8-9-10, Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Pioneer Mfg. Co	3131 San Fernando Rd. Los Angeles 65, Cal
Preway Inc., 1-3-5-8-9-10	Wisconsin Rapids, Wis
Samuel Stamping & Enameling Co., 1-3-4-7-8-9-10	Manufacturers Rd. Chattanooga 1, Tenn
Stiglitz Corp., 1-3-4-5-8-9-10	2007 Portland Ave. Louisville, Ky
TAPPAN CO., 1-3-4-5-7-8-9-10, Adv Pg 2	**250 Wayne St. Mansfield, Ohio**
Tennessee Stove Works, 1-2-3-4-5-7-8-9-10	Chattanooga 1, Tenn
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 1-2-3-4-5-7-8-9-10-11	5119 District Blvd. Los Angeles 22, Cal
Waste King Corp., 1-3-5-7-8-9-10	3300 E 50th St. Los Angeles 58, Cal
Welbilt Corp., 1-5-8-10	57-18 Flushing Ave. Maspeth 78, NY
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1-4-5-8-9-10-11, Adv Pgs 85, 86, 87	**Box 2199, Columbus, Ohio**
Whirlpool Corp., 1-2-3-4-5-7-8-9-10	Administrative Center, Benton Harbor, Mich
Youngstown Kitchens, 1-3-4-5-8-9-10-11	University St. Warren, Ohio

OVENS, *WALL, GAS*

1. *SINGLE OVENS*
2. *DOUBLE OVENS, HORIZONTAL*
3. *DOUBLE OVENS, VERTICAL*
4. *MEAT THERMOMETER*
5. *GLASS-FRONT DOOR*
6. *REMOVABLE INTERIOR PANELS*
7. *INTERCHANGEABLE DOOR PANELS*
8. *INTERIOR LIGHT*
9. *W/ROTISSERIE*
10. *W/TIMER*
11. *W/TIMED APPLIANCE OUTLET*

Affiliated Mfgrs., 1-3-5-8-9-10-11	421 N 14th, Muskogee, Okla
Athens Stove Works Inc., 3-5-8-9-10-11	213 Hicks St. Athens, Tenn
Brown Stove Works Inc., 1-5-7-8-9-10-11	Carolina Ave. Cleveland, Tenn
Caloric Appliance Corp., 1-4-5-8-9-10	Topton, Pa
Chambers Built-Ins Co., 1-2-5-8-9-10-11	Box 218, Arlington Hts., Ill
Crown Stove Works, 1-4-5-8-9-10	4627 W 12th Pl. Chicago 50, Ill
Gaffers & Sattler Div. - Utility Appl. Corp., 1-4-5-8-9-10	8111 W Beverly Blvd. Los Angeles 48, Cal
Gray & Dudley Co., 1-5-7-8-9-10	2300 Clifton Rd. Nashville 3, Tenn
Hardwick Stove Co., 1-5-7-8-9-10	240 Edwards St. SE, Cleveland, Tenn
MAGIC CHEF, 1-3-7-8-9-10-11, Adv Pg 93	**King Edward Ave. Cleveland, Tenn**
Monarch Range Co., 1-4-5-6-8-10-11	1611 T Lake St. Beaver Dam, Wis
O'Keefe & Merritt, 2-3-4-5-8-9-10-11	3700 E Olympic Blvd. Los Angeles 23, Cal
Pioneer Mfg. Co	3131 San Fernando Rd. Los Angeles 65, Cal
Preway Inc., 1-3-5-8-9-10	Wisconsin Rapids, Wis
Roper Sales Corp., George D., 1-5-7-8-9-10	2207 W Station St. Kankakee, Ill
Rose & Co. Inc., J., 1-5-8-10	68 Jay St. Brooklyn 1, NY
Samuel Stamping & Enameling Co., 3-4-7-8-9-10	Manufacturers Rd. Chattanooga 1, Tenn
Stiglitz Corp., 1-4-5-8-9-10	2007 Portland Ave. Louisville, Ky
TAPPAN CO., 3-4-5-7-8-9-10, Adv Pg 2	**250 Wayne St. Mansfield, Ohio**
Tennessee Stove Works, 1-2-3-4-5-7-8-9-10	Chattanooga 1, Tenn
Waste King Corp., 1-5-7-8-9-10	3300 E 50th St. Los Angeles 58, Cal
Welbilt Corp., 1-5-8-10	57-18 Flushing Ave. Maspeth 78, NY
Whirlpool Corp., 1-4-5-7-8-9-10	Administrative Center, Benton Harbor, Mich
Youngstown Kitchens, 1-3-4-5-8-9-10-11	University St. Warren, Ohio

RANGES, *SURFACE UNITS (W/O OVENS), ELECTRIC* ***See Also:*** **COMBINATIONS,** *This Section*

1. *BUILT-IN GRIDDLE*
2. *BUILT-IN GRILL*
3. *BUILT-IN ROTISSERIE*
4. *DROP-IN*
5. *SURFACE MOUNT*
6. *WALL-MOUNT, FOLDING*
7. *SIMMER UNITS*
8. *TIMED COOKING UNITS*
9. *REMOTE CONTROLS*
10. *THERMOSTATIC CONTROLS*
11. *LIFT-TOPS*

ADMIRAL SALES CORP., 4-10, Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Affiliated Mfgrs., 4-5-7-9-10	421 N 14th, Muskogee, Okla
Athens Stove Works Inc., 4	213 Hicks St. Athens, Tenn
Brown Stove Works Inc., 4-10	Carolina Ave. Cleveland, Tenn
Chambers Built-Ins Co., 1-2-4-5-7-8-10	Box 218, Arlington Hts., Ill
Davis Prods. Co	U. S. Hwy. 31, Niles, Mich
Frigidaire Div. General Motors Corp., 4-5-7-8-9-10	300 Taylor St. Dayton 1, Ohio
Gaffers & Sattler Div. - Utility Appl. Corp., 4-7-8-10	8111 W Beverly Blvd. Los Angeles 48, Cal
General Electric Co., 4-7-9-10	Appliance Park, Louisville 1, Ky
Gray & Dudley Co., 4-5-8-9-10	2300 Clifton Rd. Nashville 3, Tenn
Harwick Stove Co., 4-5-7-11	240 Edwards St. SE, Cleveland, Tenn
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 5-7-8-10-11, Adv Pgs 88, 89	**5600 W Taylor St. Chicago 44, Ill**
International Register Co., 9	2620 W Washington Blvd. Chicago 12, Ill
Kelvinator Div. American Motors Corp., 4-7	14250 Plymouth Rd. Detroit 32, Mich
Majestic Co. Inc., The, 2	Huntington, Ind
Monarch Range Co., 4-5-7-10	1611 T Lake St. Beaver Dam, Wis
New Milford Construction & Repair Co., 5	169 Lodi St. Hackensack, NJ
Nu Tone Inc., 2-3	Madison & Red Bank Rds. Cincinnati 27, Ohio
O'Keefe & Merritt, 1-2-4-5-10-11	3700 E Olympic Blvd. Los Angeles 23, Cal
PHILCO CORP., 4-5-10, Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Pioneer Mfg. Co	3131 San Fernando Rd. Los Angeles 65, Cal
Preway Inc., 4-9-10	Wisconsin Rapids, Wis
Ryan Mfg. Co., 5	Ware, Mass
Samuel Stamping & Enameling Co., 1-4-5-7-10	Manufacturers Rd. Chattanooga 1, Tenn
Setwell Co	211 W Wacker Dr. Chicago 6, Ill
Stiglitz Corp., 1-4-7-10	2007 Portland Ave. Louisville, Ky
TAPPAN CO., 1-4-5-7-9-10-11, Adv Pg 2	**250 Wayne St. Mansfield, Ohio**
Tennessee Stove Works, 1-4-7-10	Chattanooga 1, Tenn
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 1-4-5-7-9-10	5119 District Blvd. Los Angeles 22, Cal
Waste King Corp., 4-5-7-10	3300 E 50th St. Los Angeles 58, Cal
Welbilt Corp., 4-5-7-10	57-18 Flushing Ave. Maspeth 78, NY
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 7-9-10-11, Adv Pgs 85, 86, 87	**Box 2199, Columbus, Ohio**
Whirlpool Corp., 1-4-5-7-9-10	Administrative Center, Benton Harbor, Mich
Youngstown Kitchens, 1-4-5-7-10	University St. Warren, Ohio

RANGES, *SURFACE UNITS (W/O OVENS), GAS* ***See Also:*** **COMBINATIONS,** *This Section*

1. *BUILT-IN GRIDDLE*
2. *BUILT-IN GRILL*
3. *BUILT-IN ROTISSERIE*
4. *DROP-IN*
5. *SURFACE MOUNT*
6. *WALL-MOUNT, FOLDING*
7. *SIMMER BURNERS*
8. *TIMED BURNERS*
9. *REMOTE CONTROLS*
10. *THERMOSTATIC CONTROLS*
11. *LIFT-TOPS*

Affiliated Mfgrs., 4-5-7-8-9-10	421 N 14th, Muskogee, Okla
Athens Stove Works Inc., 4-7	213 Hicks St. Athens, Tenn
Brown Stove Works Inc., 4-10	Caroline Ave. Cleveland, Tenn
Caloric Appliance Corp., 4-5-7-10-11	Topton, Pa
Chambers Built-Ins Co., 1-2-4-5-7-10	Box 218, Arlington Hts., Ill
Crown Stove Works, 4-7-10	4627 W 12th Pl. Chicago 50, Ill
Davis Prods. Co	U. S. Hwy. 31, Niles, Mich
Gaffers & Sattler Div. - Utility Appl. Corp., 1-2-3-4-7-8-11	8111 W Beverly Blvd. Los Angeles 48, Cal
Gray & Dudley Co., 4-5-9-10	2300 Clifton Rd. Nashville 3, Tenn
Hardwick Stove Co., 4-5-7-10-11	240 Edwards St. SE, Cleveland, Tenn
International Register Co., 9	2620 W Washington Blvd. Chicago 12, Ill
Manesco Inc., 2	605 Plandome Rd. Manhasset, NY
Monarch Range Co., 4-7-11	1611 T Lake St. Beaver Dam, Wis
O'Keefe & Merritt, 1-2-3-4-7-8-10-11	3700 E Olympic Blvd. Los Angeles 23, Cal
Pioneer Mfg. Co	3131 San Fernando Rd. Los Angeles 65, Cal
Preway Inc., 1-4-10	Wisconsin Rapids, Wis
Roper Sales Corp., George D., 1-3-4-7-10-11	2207 W Station St. Kankakee, Ill
Rose & Co. Inc., J., 4-10-11	68 Jay St. Brooklyn 1, NY
Samuel Stamping & Enameling Co., 1-4-5-7-8-10	Manufacturers Rd. Chattanooga 1, Tenn
Stiglitz Corp., 4-7-10	2007 Portland Ave. Louisville, Ky
TAPPAN CO., 2-3-4-5-7-10-11, Adv Pg 2	**250 Wayne St. Mansfield, Ohio**
Tennessee Stove Works, 4-7-10	Chattanooga 1, Tenn
Waste King Corp., 4-5-7-10	3300 E 50th St. Los Angeles 58, Cal
Welbilt Corp., 4-5-7-10	57-18 Flushing Ave. Maspeth 78, NY
Whirlpool Corp., 4-5-7-10	Administrative Center, Benton Harbor, Mich
Youngstown Kitchens, 1-4-5-7-10	University St. Warren, Ohio

RANGES, *DROP-IN (W/OVENS), ELECTRIC*

1. *BUILT-IN GRIDDLE*
2. *BUILT-IN GRILL*
3. *BUILT-IN ROTISSERIE*
4. *SIMMER UNITS*
5. *TIMED COOKING UNITS*
6. *REMOTE CONTROLS*
7. *THERMOSTATIC CONTROLS*
8. *LIFT-TOPS*

Hardwick Stove Co., 3-5-8	240 Edwards St. SE, Cleveland, Tenn

Major Appliances

HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 4-5-6-7-8,
Adv Pgs 88, 89 ..... **5600 W Taylor St. Chicago 44, Ill**
International Register Co., 6 ..... 2620 W Washington Blvd. Chicago 12, Ill
MAGIC CHEF, 4-5-7, Adv Pg 93 ..... **King Edward Ave. Cleveland, Tenn**
O'Keefe & Merritt ..... 3700 E Olympic Blvd. Los Angeles 23, Cal
PHILCO CORP., 3-8, Adv Pgs 95, 102, 136 ..... **Tioga & "C" Sts. Philadelphia 34, Pa**
Pioneer Mfg. Co. ..... 3131 San Fernando Rd. Los Angeles 65, Cal
Preway Inc. ..... Wisconsin Rapids, Wis
TAPPAN CO., 4-8, Adv Pg 2 ..... **250 Wayne St. Mansfield, Ohio**
Tennessee Stove Works, 1-4-7 ..... Chattanooga 1, Tenn
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 4-5-6-7
5119 District Blvd. Los Angeles 22, Cal
Waste King Corp., 4 ..... 3300 E 50th St. Los Angeles 58, Cal
Welbilt Corp., 4-7 ..... 57-18 Flushing Ave. Maspeth 78, NY

WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 4-7-8,
Adv Pgs 85, 86, 87 ..... **Box 2199, Columbus, Ohio**
Whirlpool Corp., 4 ..... Administrative Center, Benton Harbor, Mich
Youngstown Kitchens, 3-4-7 ..... University St. Warren, Ohio

RANGES, *DROP-IN (W/OVENS), GAS*
1. *BUILT-IN GRIDDLE*
2. *BUILT-IN GRILL*
3. *BUILT-IN ROTISSERIE*
4. *SIMMER BURNERS*
5. *TIMED BURNERS*
6. *REMOTE CONTROLS*
7. *THERMOSTATIC CONTROLS*
8. *LIFT-TOPS*

Affiliated Mfgrs., 4-5 ..... 421 N 14th, Muskogee, Okla
Caloric Appliance Corp., 4-7 ..... Topton, Pa
Crown Stove Works, 3-4-5-7-8 ..... 4627 W 12th Pl. Chicago 50, Ill
Hardwick Stove Co., 3-5-7-8 ..... 240 Edwards St. SE, Cleveland, Tenn
International Register Co., 6 ..... 2620 W Washington Blvd. Chicago 12, Ill
MAGIC CHEF, 3-4-5-7, Adv Pg 93 ..... **King Edward Ave. Cleveland, Tenn**
O'Keefe & Merritt ..... 3700 E Olympic Blvd. Los Angeles 23, Cal
Pioneer Mfg. Co. ..... 3131 San Fernando Rd. Los Angeles 65, Cal
Preway Inc ..... Wisconsin Rapids, Wis
Roper Sales Corp., George D., 1-4-7 ..... 2207 W Station St. Kankakee, Ill
Rose & Co. Inc., J., 7-8 ..... 68 Jay St. Brooklyn 1, NY
TAPPAN CO., 4-8, Adv Pg 2 ..... **250 Wayne St. Mansfield, Ohio**
Tennessee Stove Works, 1-4-7 ..... Chattanooga 1, Tenn
Welbilt Corp., 4-7 ..... 57-18 Flushing Ave. Maspeth 78, NY
Whirlpool Corp., 8 ..... Administrative Center, Benton Harbor, Mich
Youngstown Kitchens, 3-4-7 ..... University St. Warren, Ohio

RANGES, *FREE-STANDING, ELECTRIC*
1. *BUILT-IN GRIDDLE*
2. *BUILT-IN GRILL*
3. *BUILT-IN ROTISSERIE*
4. *SIMMER UNITS*
5. *TIMED COOKING UNITS*
6. *REMOTE CONTROLS*
7. *THERMOSTATIC CONTROLS*
8. *LIFT-TOPS*

ADMIRAL SALES CORP., 1-3-7,
Adv Pgs Inside Front Cover, 1 ..... **3800 W Cortland St. Chicago 47, Ill**
Athens Stove Works, Inc., 7 ..... 213 Hicks St. Athens, Tenn
Columbus Stove Co., The, 7 ..... 2999 Silver Dr. Columbus 24, Ohio
Frigidaire Div. General Motors Corp., 3-4-5-7 ..... 300 Taylor St. Dayton 1, Ohio
General Electric Co., 3-4-7 ..... Appliance Park, Louisville 1, Ky
GIBSON REFRIGERATOR SALES CORP. SUB. OF HUPP CORP., 3-4-5-7,
Adv Pg 94 ..... **Greenville, Mich**
Gray & Dudley Co ..... 2300 Clifton Rd. Nashville 3, Tenn
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 3-4-5-6-7-8,
Adv Pgs 88, 89 ..... **5600 W Taylor St. Chicago 44, Ill**
International Register Co., 6 ..... 2620 W Washington Blvd. Chicago 12, Ill
Kelvinator Div. American Motors Corp., 4-7 ..... 14250 Plymouth Rd. Detroit 32, Mich
MAGIC CHEF, 1-3-4-5-7, Adv Pg 93 ..... **King Edward Ave. Cleveland, Tenn**
Monarch Range Co., 3-4 ..... 1611 T Lake St. Beaver Dam, Wis
Norge Sales Corp., 1-3-4-5-7-8 ..... Merchandise Mart Plaza, Chicago 54, Ill
Norge Sales Corp ..... Merchandise Mart Plaza, Chicago 54, Ill
PHILCO CORP., 1-3-4-7-8, Adv Pgs 95, 102, 136 ..... **Tioga & "C" Sts. Philadelphia 34, Pa**
TAPPAN CO., 3-4-7-8, Adv Pg 2 ..... **250 Wayne St. Mansfield, Ohio**
Tennessee Stove Works, 3-4-5-7 ..... Chattanooga 1, Tenn
Welbilt Corp ..... 57-18 Flushing Ave. Maspeth 78, NY

WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 3-4-7-8,
Adv Pgs 85, 86, 87 ..... **Box 2199, Columbus, Ohio**
Whirlpool Corp., 3-4-5-7 ..... Administrative Center, Benton Harbor, Mich

RANGES, *FREE-STANDING, GAS*
1. *BUILT-IN GRIDDLE*
2. *BUILT-IN GRILL*
3. *BUILT-IN ROTISSERIE*
4. *SIMMER BURNERS*
5. *TIMED BURNERS*
6. *REMOTE CONTROLS*
7. *THERMOSTATIC CONTROLS*
8. *LIFT-TOPS*

Affiliated Mfgrs., 4-7 ..... 421 N 14th, Muskogee, Okla
Athens Stove Works Inc., 1-3-4-7 ..... 213 Hicks St. Athens, Tenn
Brown Stove Works Inc., 1-3-4-7 ..... Carolina Ave. Cleveland, Tenn
Caloric Appliance Corp., 1-3-4-7 ..... Topton, Pa
Chambers Built-Ins Co., 1-2-7 ..... Box 218, Arlington Hts., Ill
Columbus Stove Co., The, 1-7 ..... 2999 Silver Dr. Columbus 24, Ohio
Crown Stove Works, 1-3-4-5-7-8 ..... 4627 W 12th Pl. Chicago 50, Ill
Gaffers & Sattler Div. - Utility Appl. Corp., 1-3-4-5 ..... 8111 W Beverly Blvd. Los Angeles 48, Cal
International Register Co ..... 2620 W Washington Blvd. Chicago 12, Ill
MAGIC CHEF, 1-3-4-5-7, Adv Pg 93 ..... **King Edward Ave. Cleveland, Tenn**
Norge Sales Corp., 1-3-4-7-8 ..... Merchandise Mart Plaza, Chicago 54, Ill
Norge Sales Corp ..... Merchandise Mart Plaza, Chicago 54, Ill
O'Keefe & Merritt, 1-2-3-7-8 ..... 3700 E Olympic Blvd. Los Angeles 23, Cal
Preway Inc ..... Wisconsin Rapids, Wis
Prizer-Painter Stove Works Inc., 4-7 ..... 600 Arlington St. Reading, Pa
Roper Sales Corp., George D., 1-3-4-7 ..... 2207 W Station St. Kankakee, Ill
Rose & Co. Inc., J., 8 ..... 68 Jay St. Brooklyn 1, NY
Sunray Stove Co., 1-3-4-7 ..... Delaware, Ohio
TAPPAN CO., 1-3-4-7-8, Adv Pg 2 ..... **250 Wayne St. Mansfield, Ohio**
Tennessee Stove Works, 1-3-4-7 ..... Chattanooga 1, Tenn
Waste King Corp., 1-3-4-7 ..... 3300 E 50th St. Los Angeles 58, Cal
Welbilt Corp., 1-3-4-7 ..... 57-18 Flushing Ave. Maspeth 78, NY
Whirlpool Corp., 3-4-5-7-8 ..... Administrative Center, Benton Harbor, Mich

RANGES, *BASE CABINET MOUNTED, ELECTRIC*
1. *SINGLE OVEN*
2. *DOUBLE HORIZONTAL OVEN*
3. *OVEN ROTISSERIE*
4. *W/CUTTING BOARD SECTION*

Chambers Built-Ins Co., 1-2-3 ..... Box 218, Arlington Hts., Ill
Frigidaire Div. General Motors Corp., 1-2-3 ..... 300 Taylor St. Dayton 1, Ohio
Gaffers & Sattler Div. - Utility Appl. Corp., 1 ..... 8111 W Beverly Blvd. Los Angeles 48, Cal
TAPPAN CO., 1-2-3-4, Adv Pg 2 ..... **250 Wayne St. Mansfield, Ohio**
Tennessee Stove Works, 1-3 ..... Chattanooga 1, Tenn
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 2-3
5119 District Blvd. Los Angeles 22, Cal

WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 3,
Adv Pgs 85, 86, 87 ..... **Box 2199, Columbus, Ohio**
Whirlpool Corp., 1-2-3 ..... Administrative Center, Benton Harbor, Mich

RANGES, *BASE CABINET MOUNTED, GAS*
1. *SINGLE OVEN*
2. *DOUBLE HORIZONTAL OVEN*
3. *OVEN ROTISSERIE*
4. *W/CUTTING BOARD SECTION*

Chambers Built-Ins Co., 1-2 ..... Box 218, Arlington Hts., Ill
Gaffers & Sattler Div. - Utility Appl. Corp., 1 ..... 8111 W Beverly Blvd. Los Angeles 48, Cal
Roper Sales Corp., George D., 2-3 ..... 2207 W Station St. Kankakee, Ill
Sunray Stove Co., 1-2-3 ..... Delaware, Ohio
TAPPAN CO., 2-3-4, Adv Pg 2 ..... **250 Wayne St. Mansfield, Ohio**
Tennessee Stove Works, 1-3 ..... Chattanooga 1, Tenn
Whirlpool Corp., 1-2-3 ..... Administrative Center, Benton Harbor, Mich

REFRIGERATORS, *BUILT-IN*
1. *AUTOMATIC DEFROST*
2. *FROST-FREE*
3. *PUSH-BUTTON DEFROST*
4. *FIXED SHELVES*
5. *SWING OR ROLL-OUT SHELVES*
6. *GAS MODELS AVAIL.*

Alaska Enterprises Inc., 6 ..... 45 S Broadway, Yonkers, NY
Chambers Built-Ins Co., 1-5 ..... Box 218, Arlington Hts., Ill
Davis Prods. Co., 1-6 ..... U. S. Hwy. 31, Niles, Mich
Glasco Corp ..... 1520 W 5th St. Muncie, Ind
Gray & Dudley Co., 1-2-5 ..... 2300 Clifton Rd. Nashville 3, Tenn
Preway Inc., 1-5 ..... Wisconsin Rapids, Wis
Quicfrez Inc ..... 105 Oak Pl. Fond Du Lac, Wis
Revco Inc., 2-3-5 ..... Deerfield, Mich

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Solar Systems Inc., 1-2-3-4-5 ..... 11936 Valerio St. N Hollywood, Cal
Springer-Penguin Inc ..... 9-07 34th Ave. Long Island City 6, NY
Sub-Zero Freezer Co. Inc., 1-2-4-5 ..... Box 2017, Madison, Wis
TAPPAN CO., 2-5, Adv Pg 2 ..... 250 Wayne St. Mansfield, Ohio

WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1-2-3-4-5,
Adv Pgs 85, 86, 87 ..... Box 2199, Columbus, Ohio

REFRIGERATORS, *SINGLE ZONE-SINGLE DOOR*

1. *AUTOMATIC DEFROSTING*
2. *FROST-FREE*
3. *PUSH-BUTTON DEFROSTING*
4. *FIXED SHELVES*
5. *SWING OR ROLL-OUT SHELVES*
6. *SWING OR ROLL-OUT ADJUSTABLE SHELVES*
7. *W/O FREEZER SECTION*
8. *GAS MODELS AVAILABLE*

ADMIRAL SALES CORP., 4,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
Alaska Enterprises Inc., 8 ..... 45 S Broadway, Yonkers, NY
Chambers Built-Ins Co., 1-6 ..... Box 218, Arlington Hts., Ill
Frigidaire Div. General Motors Corp., 4-6 ..... 300 Taylor St. Dayton 1, Ohio
General Electric Co., 4 ..... Appliance Park, Louisville 1, Ky
GIBSON REFRIGERATOR SALES CORP. SUB. OF HUPP CORP., 1-4,
Adv Pg 94 ..... Greenville, Mich
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 1-4-6,
Adv Pgs 88, 89 ..... 5600 W Taylor St. Chicago 44, Ill
King Refrigerator Corp., 4 ..... 76-02 Woodhaven Blvd. Glendale 27, NY
MANITOWOC EQUIPMENT WORKS, 1-3-4, Adv Pg 97 ..... 621 Quay St. Manitowoc, Wis
Marquette Corp., 1-2-4-5-6-7 ..... 307 E Hennepin Ave. Minneapolis 3, Minn
Norge Sales Corp., 4-5 ..... Merchandise Mart Plaza, Chicago 54, Ill

PHILCO CORP., 4, Adv Pgs 95, 102, 136 ..... Tioga & "C" Sts. Philadelphia 34, Pa
Quicfrez Inc ..... 105 Oak Pl. Fond Du Lac, Wis
Revco Inc., 2-4 ..... Deerfield, Mich
Solar Systems Inc., 1-2-3-4-5-6-7 ..... 11936 Valerio St. N Hollywood, Cal
Springer-Penguin Inc ..... 9-07 34th Ave. Long Island City 6, NY
Sub-Zero Freezer Co. Inc., 5-6-7 ..... Box 2017, Madison, Wis
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1-2-3-4,
Adv Pgs 85, 86, 87 ..... Box 2199, Columbus, Ohio
Whirlpool Corp., 4-8 ..... Administrative Center, Benton Harbor, Mich

REFRIGERATORS, *TWO ZONE-SINGLE DOOR*

1. *AUTOMATIC DEFROSTING*
2. *FROST-FREE*
3. *PUSH-BUTTON DEFROSTING*
4. *FIXED SHELVES*
5. *SWING OR ROLL-OUT SHELVES*
6. *SWING OR ROLL-OUT ADJUSTABLE SHELVES*
7. *W/O FREEZER SECTION*
8. *GAS MODELS AVAILABLE*

ADMIRAL SALES CORP., 5,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
Frigidaire Div. General Motors Corp., 4-6 ..... 300 Taylor St. Dayton 1, Ohio
General Electric Co., 1-5 ..... Appliance Park, Louisville 1, Ky
GIBSON REFRIGERATOR SALES CORP. SUB. OF HUPP CORP., 1-4-5-6-7,
Adv Pg 94 ..... Greenville, Mich
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 1-2-4-6,
Adv Pgs 88, 89 ..... 5600 W Taylor St. Chicago 44, Ill
Kelvinator Div. American Motors Corp., 1-3-4 ..... 14250 Plymouth Rd. Detroit 32, Mich
Marquette Corp., 1-4 ..... 307 E Hennepin Ave. Minneapolis 3, Minn
Norge Sales Corp., 1-4-5 ..... Merchandise Mart Plaza, Chicago 54, Ill

PHILCO CORP., 1-2, Adv Pgs 95, 102, 136 ..... Tioga & "C" Sts. Philadelphia 34, Pa
Solar Systems Inc., 1-2-3-4-5-6-7 ..... 11936 Valerio St. N Hollywood, Cal

WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1-3-4-5-6,
Adv Pgs 85, 86, 87 ..... Box 2199, Columbus, Ohio

REFRIGERATOR-FREEZERS *(TWO ZONE-DUAL DOORS)*

1. *FREEZER UP*
2. *FREEZER DOWN*
3. *AUTOMATIC DEFROST FREEZER*
4. *FROST-FREE FREEZER*
5. *PUSH-BUTTON DEFROST FREEZER*
6. *AUTOMATIC DEFROST REFRIGERATOR*
7. *FROST-FREE REFRIGERATOR*
8. *PUSH-BUTTON DEFROST REFRIGERATOR*
9. *FIXED SHELVES*
10. *SWING OR ROLL-OUT SHELVES*
11. *SWING OR ROLL-OUT ADJUSTABLE SHELVES*
12. *GAS MODELS AVAILABLE*
13. *CENTER DRAWER*

ADMIRAL SALES CORP., 1-2-4-7-10-11,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
AMANA REFRIGERATION INC., 2-4-6-7-9-10-11,
Adv Pgs 90, 91 ..... Amana, Iowa
Carrier Corp., 1-3-4-5-7-9 ..... Carrier Parkway, Syracuse 1, NY
Chambers Built-Ins Co., 2-3-6-11 ..... Box 218, Arlington Hts., Ill
Frigidaire Div. General Motors Corp., 1-2-4-6-7-9-10 ..... 300 Taylor St. Dayton 1, Ohio
General Electric Co., 1-2-3-4-6-7-9-10-11 ..... Appliance Park, Louisville 1, Ky
GIBSON REFRIGERATOR SALES CORP. SUB. OF HUPP CORP., 1-2-4-6-7-9-10-11,
Adv Pg 94 ..... Greenville, Mich
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 1-2-3-4-6-7-9-11,
Adv Pgs 88, 89 ..... 5600 W Taylor St. Chicago 44, Ill
Kelvinator Div. American Motors Corp., 1-3-4-6-9-10 ..... 14250 Plymouth Rd. Detroit 32, Mich
MANITOWOC EQUIPMENT WORKS, 2-4-5-6-7-10,
Adv Pg 97 ..... 621 Quay St. Manitowoc, Wis
Marquette Corp., 1-2-3-4-6-7-9-10-11 ..... 307 E Hennepin Ave. Minneapolis 3, Minn
Norge Sales Corp., 1-2-4-6-7-10 ..... Merchandise Mart Plaza, Chicago 54, Ill
Quicfrez Inc ..... 105 Oak Pl. Fond Du Lac, Wis
Ranney Refrigerator Co., 2-3-4-6-10-11 ..... Greenville, Mich
Revco Inc., 1-2-4-7-9-10 ..... Deerfield, Mich
Solar Systems Inc., 1-2-3-4-5-6-7-8-9-10-11 ..... 11936 Valerio St. N Hollywood, Cal
Sub-Zero Freezer Co. Inc., 2-6-7-10-11 ..... Box 2017, Madison, Wis
TAPPAN CO., 2-4-11, Adv Pg 2 ..... 250 Wayne St. Mansfield, Ohio
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 2-6-10 ..... 5119 District Blvd. Los Angeles 22, Cal
United Refrigerator Co., 2-7-10 ..... Locust & Walnut Sts. Hudson, Wis
Victor Products Corp., 2-6-9-10 ..... 901 Pope Ave. Hagerstown, Md
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1-2-3-4-5-6-7-8-9-10-11-13,
Adv Pgs 85, 86, 87 ..... Box 2199, Columbus, Ohio
Whirlpool Corp., 1-2-4-6-7-10-12 ..... Administrative Center, Benton Harbor, Mich

REFRIGERATOR-FREEZERS *(TWO-ZONE-VERTICAL DOORS)*

1. *AUTOMATIC FREEZER DEFROSTING*
2. *FROST-FREE FREEZER*
3. *PUSH-BUTTON FREEZER DEFROSTING*
4. *AUTOMATIC REFRIGERATOR DEFROSTING*
5. *FROST-FREE REFRIGERATOR*
6. *PUSH-BUTTON DEFROSTING*
7. *FIXED SHELVES*
8. *SWING OR ROLL-OUT SHELVES*
9. *SWING OR ROLL-OUT ADJUSTABLE SHELVES*

ADMIRAL SALES CORP., 2-5-9,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
Kelvinator Div. American Motors Corp., 1-2-4-5-7-8-9 ..... 14250 Plymouth Rd. Detroit 32, Mich
Solar Systems Inc., 1-2-3-4-5-6-7-8-9 ..... 11936 Valerio St. N Hollywood, Cal
Sub-Zero Freezer Co. Inc., 4-5-7-8-9 ..... Box 2017, Madison, Wis
Victor Products Corp., 7-8 ..... 901 Pope Ave. Hagerstown, Md

REFRIGERATORS, *COMPACT OR PORTABLE* See Also: COMBINATIONS *This Section*

1. *ABSORPTION TYPE*
2. *COMPRESSOR TYPE*
3. *AC OPERATION ONLY*
4. *AC/DC OPERATION*
5. *BUILT-IN*
6. *FREE-STANDING*
7. *MOBILE*
8. *UNDERCOUNTER*
9. *3-CU. FT. (NEMA) CAP. OR LESS*
10. *3 TO 5 FT. (NEMA) CAP.*
11. *OVER 5 CU. FT. (NEMA) CAP.*

Acme-National Refrigeration Inc., 3-6-8-11 ..... 19-26 Hazen St. Astoria, L.I., NY
Alaska Enterprises Inc., 1-2-4-5-6-7-8-9-10 ..... 45 S Broadway, Yonkers, NY
AMANA REFRIGERATION INC., 2-3-6-8-10,
Adv Pgs 90, 91 ..... Amana, Iowa
Beverage-Air Sales Co., 2-3-6-7-10 ..... Interstate 85 @ Hearon Circle, Spartanburg, SC
Davis Prods. Co., 2-5-6-7-8-10-11 ..... U. S. Hwy. 31, Niles, Mich
Dwyer Products Inc., 2-3-5-8-10-11 ..... Calumet & Holiday, Michigan City, Ind
Glasco Corp., 2-3-5-6-7-8-10 ..... 1520 W 5th St. Muncie, Ind
Kelvinator Div. American Motors Corp., 2-3-6-8-10 ..... 14250 Plymouth Rd. Detroit 32, Mich
Kelvinator Div. American Motors Corp., 7 ..... 14250 Plymouth Rd. Detroit 32, Mich
King Refrigerator Corp., 2-3-5-6-8-10-11 ..... 76-02 Woodhaven Blvd. Glendale 27, NY
Morphy-Richards Inc., 1-4-5-6-8-9-10 ..... 232 S Van Brunt St. Englewood, NJ

Major Appliances

Norcold Inc., 1-2-3-4-5-6-8-9-10-11 ..... 5111 W Washington Blvd. Los Angeles 16, Cal
Solar Systems Inc., 2-3-4-5-6-7-8-9-10-11 ..... 11936 Valerio St. N Hollywood, Cal
Solar Systems Inc., 2-4-5-6-7-8-9-10-11 ..... 11936 Valerio St. N Hollywood, Cal
Springer-Penguin Inc., 2-4-5-6-8-9-10..... 9-07 34th Ave. Long Island City 6, NY
United Refrigerator Co., 2-3-9 ..... Locust & Walnut Sts. Hudson, Wis
Uropa International Inc., 1-2-3-4-5-6-7-8-9-10-11 . 16 W 32nd St. New York 1, NY

SEWING MACHINES, *STRAIGHT NEEDLE*

1. *AUTO. BOBBIN WIND*
2. *BUTTON-HOLE MAKER*
3. *INSTANT REVERSE*

Bernina Sewing Machine Co., 1-2-3 ..... 29 W 35th St. New York 1, NY
Brother Intl. Corp., 1-2-3 ..... 36-50 38th St. Long Island City 1, NY
Elna Sewing Machine Corp., 1-2-3 ..... 164 W 25th St. New York 1, NY
Morse Sewing Mach. & Supply Corp., 1-2-3 ..... 122 W 26th St. New York 1, NY
Necchi Sewing Machine Sales Corp., 1-2-3 ..... 164 W 25th St. New York 1, NY
Standard Sewing Equip. Corp., 1-2-3 ..... 76 Ninth Ave. New York 11, NY
Trans-World Industries, 1-2-3..... 5204 Hudson Ave. West New York, NJ
Weber & Co. of New York Inc., A. C., 1-2-3..... 5210 Hudson Ave. W New York, NJ
White Sewing Machine Corp., 1-2-3 ..... 11770 Berea Rd. Cleveland 11, Ohio

SEWING MACHINES, *SWING NEEDLE*

1. *AUTO. BOBBIN WIND*
2. *BUTTON-HOLE MAKER*
3. *INSTANT REVERSE*
4. *MULTI-STITCH MODEL*
5. *ZIG-ZAG MODEL*

Bernina Sewing Machine Co., 1-2-3-4-5 ..... 29 W 35th St. New York 1, NY
Brother Intl. Corp., 1-2-3-4-5 ..... 36-50 38th St. Long Island City 1, NY
Elna Sewing Machine Corp., 1-2-3-4-5 ..... 164 W 25th St. New York 1, NY
Morse Sewing Mach. & Supply Corp., 1-2-3-4-5 ..... 122 W 26th St. New York 1, NY
Necchi Sewing Machine Sales Corp., 1-2-3-4-5 ..... 164 W 25th St. New York 1, NY
Standard Sewing Equip. Corp., 1-2-3-4-5 ..... 76 Ninth Ave. New York 11, NY
Trans-World Industries, 1-2-3-4-5..... 5204 Hudson Ave. West New York, NJ
Weber & Co. of New York Inc., A. C., 1-2-3-4-5..... 5210 Hudson Ave. W New York, NJ
White Sewing Machine Corp., 1-2-3-4-5 ..... 11770 Berea Rd. Cleveland 11, Ohio

SURFACE COOKING UNITS: *See* **RANGES**

WARMING DRAWERS, *SINGLE DRAWER UNITS*

1. *W/HUMIDITY CONTROL*
2. *W/O HUMIDITY CONTROL*
3. *W/THERMOSTAT*
4. *W/O THERMOSTAT*

Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 1-2-3-4
5119 District Blvd. Los Angeles 22, Cal

WARMING DRAWERS, *TWO DRAWER UNITS*

1. *W/HUMIDITY CONTROL*
2. *W/O HUMIDITY CONTROL*
3. *W/THERMOSTAT*
4. *W/O THERMOSTAT*
5. *W/SEPARATE THERMOSTAT*

Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 1-3-5
5119 District Blvd. Los Angeles 22, Cal

WASHERS, *AUTOMATIC-AGITATOR, SELECTIVE*

1. *LIGHT SOIL CYCLE*
2. *SOAK CYCLE*
3. *WASH-AND-WEAR CYCLE*
4. *SINGLE SPEED*
5. *MULTI-SPEED*
6. *SUDS-SAVER CONTROL*
7. *WATER SAVER CONTROL*
8. *INTERIOR LIGHT*
9. *PERFORATED TUB*
10. *RESERVOIR DISPENSERS*
11. *SAFETY SWITCH ON LID*
12. *SAFETY SWITCH & TUB BRAKE*
13. *SEDIMENT EJECTOR*
14. *SEPARATE WASH/RINSE TEMPS.*

Blackstone Corp., 1-3-4-5-12-14 ..... 1111 Allen St. Jamestown, NY
Easy Laundry Appliance Div. Murray Corp. of America, The, 1-2-3-4-5-6-7-10-13-14
919 N Michigan Ave. Chicago 11, Ill
Frigidaire Div. General Motors Corp., 1-2-3-4-5-6-7-10-12-14
300 Taylor St. Dayton 1, Ohio
General Electric Co., 1-3-4-5-6-7-8-9-11-12-13-14 Appliance Park, Louisville 1, Ky
HAMILTON MFG. CO., 1-3-4-5-6-7-10-11-12-13-14,
Adv Pgs 92, 93 ..... Two Rivers, Wis
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 1-2-3-4-5-6-7-8-10-13-14,
Adv Pgs 88, 89 ..... 5600 W Taylor St. Chicago 44, Ill
Kelvinator Div. American Motors Corp., 1-2-3-5-6-7 14250 Plymouth Rd. Detroit 32, Mich
MAYTAG CO., 3-4-5-6-7-8-9-10-11-12-13-14,
Adv Pg 68 ..... Newton, Iowa
Norge Sales Corp., 1-2-3-4-5-7-10-12-13-14 ..... Merchandise Mart Plaza, Chicago 54, Ill
PHILCO CORP., 1-2-3-4-5-6-7-9-12-13-14,
Adv Pgs 95, 102, 136 .....Tioga & "C" Sts. Philadelphia 34, Pa
Speed Queen Div. McGraw-Edison Co., 1-2-3-4-5-6-8-10-11-13-14
Ripon, Wis
Westinghouse Elec. Corp., 1-2-3-4-5-6-7-8-9-10-11-12-13-14
246 E 4th St. Mansfield, Ohio
Whirlpool Corp., 1-3-4-5-6-7-9-11-13-14 ..... Administrative Center, Benton Harbor, Mich

WASHERS, *AUTOMATIC-TUMBLER, SELECTIVE*

1. *LIGHT SOIL CYCLE*
2. *SOAK CYCLE*
3. *WASH-AND-WEAR CYCLE*
4. *SINGLE SPEED*
5. *MULTI-SPEED*
6. *SUDS-SAVER CONTROL*
7. *WATER-SAVER CONTROL*
8. *INTERIOR LIGHT*
9. *PERFORATED TUB*
10. *RESERVOIR DISPENSERS*
11. *SAFETY SWITCH ON DOOR*
12. *SAFETY SWITCH & TUB BRAKE*
13. *SEDIMENT EJECTOR*
14. *SEPARATE WASH/RINSE TEMPS.*

WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1-2-3-5-6-7-8-9-11-14,
Adv Pgs 85, 86, 87 ..... Box 2199, Columbus, Ohio

WASHERS, *AUTOMATIC-AGITATOR, PROGRAMMING*

1. *LIGHT SOIL CYCLE*
2. *SOAK CYCLE*
3. *WASH-AND-WEAR CYCLE*
4. *SINGLE-SPEED*
5. *MULTI-SPEED*
6. *SUDS-SAVER CONTROL*
7. *WATER-SAVER CONTROL*
8. *INTERIOR LIGHT*
9. *PERFORATED TUB*
10. *RESERVOIR DISPENSERS*
11. *SAFETY SWITCH ON LID*
12. *SAFETY SWITCH & TUB BRAKE*
13. *SEDIMENT EJECTOR*
14. *SEPARATE WASH/RINSE TEMPS.*

Barton Corp., The, 1-2-3-4-5-6-7-13-14..... Box 279, West Bend, Wis
Blackstone Corp., 1-3-4-5-12-14 ..... 1111 Allen St. Jamestown, NY
Easy Laundry Appliance Div. Murray Corp. of America, The, 1-2-3-5-6-7-10-13-14
919 N Michigan Ave. Chicago 11, Ill
Frigidaire Div. General Motors Corp., 1-2-3-5-6-7-10-11-12-14
300 Taylor St. Dayton 1, Ohio
General Electric Co., 1-3-4-5-6-7-8-9-10-11.....
12-13-14..... Appliance Park, Louisville 1, Ky
HAMILTON MFG. CO., 3-5-6-7-10-11-12-13-14,
Adv Pgs 92, 93 ..... Two Rivers, Wis
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 1-2-3-5-6-7-8-10-13-14,
Adv Pgs 88, 89 ..... 5600 W Taylor St. Chicago 44, Ill
Kelvinator Div. American Motors Corp., 1-3-4-5-6-7-10-14
14250 Plymouth Rd. Detroit 32, Mich
Marquette Corp., 1-2-3-5-7-8-10-13-14..... 307 E Hennepin Ave. Minneapolis 3, Minn
MAYTAG CO., 2-3-5-6-7-8-9-10-11-12-13-14,
Adv Pg 68 ..... Newton, Iowa
Norge Sales Corp ..... Merchandise Mart Plaza, Chicago 54, Ill
PHILCO CORP., 1-2-3-5-7-9-12-13-14,
Adv Pgs 95, 102, 136 ..... Tioga & "C" Sts. Philadelphia 34, Pa
Speed Queen Div. McGraw-Edison Co., 1-3-4-5-6-7-8-10-11-13-14
Ripon, Wis
Westinghouse Elec. Corp., 1-2-3-4-5-6-7-8-9-10-11-12-13-14
246 E 4th St. Mansfield, Ohio

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

WASHERS, *AUTOMATIC-TUMBLER, PROGRAMMING*

1. *LIGHT SOIL CYCLE*
2. *SOAK CYCLE*
3. *WASH-AND-WEAR CYCLE*
4. *SINGLE SPEED*
5. *MULTI-SPEED*
6. *SUDS-SAVER CONTROL*
7. *WATER-SAVER CONTROL*
8. *INTERIOR LIGHT*
9. *PERFORATED TUB*
10. *RESERVOIR DISPENSERS*
11. *SAFETY SWITCH ON LID*
12. *SAFETY SWITCH & TUB BRAKE*
13. *SEDIMENT EJECTOR*
14. *SEPARATE WASH/RINSE TEMPS.*

Westinghouse Elec. Corp., 1-2-3-4-5-7-8-9-10-11-12-13-14	246 E 4th St. Mansfield, Ohio

WASHERS, *SEMI-AUTOMATIC (MANUALLY FILLED AND/OR DRAINED)*

1. *TWO-TUB SPINNER*
2. *CABINET STYLED*

Easy Laundry Appliance Div. Murray Corp. of American, The, 1	919 N Michigan Ave. Chicago 11, Ill
General Electric Co., 2	Appliance Park, Louisville 1, Ky
Westinghouse Elec. Corp., 1-2	246 E 4th St. Mansfield, Ohio

WASHERS, *WRINGER MODELS*

1. *8 LB CAPACITY*
2. *10 LB CAPACITY*
3. *GRAVITY DRAINS*
4. *PUMP DRAINS*
5. *AUTOMATIC TIMERS*
6. *WARNING TIMERS*
7. *CABINET STYLING*
8. *ROUND TUB*
9. *TWIN TUB*
10. *SINGLE SPEED*
11. *TWO-SPEED*
12. *LINT FILTER*

Barton Corp., The, 1-2-3-4-5-7-8-10-11-12	Box 279, West Bend, Wis
Blackstone Corp., 2-3-4-5-6-8-10-12	1111 Allen St. Jamestown, NY
Central Rubber & Steel Corp. Washing Machine Div., 1-2-3-4-5-6-7-8-10-12	Findlay, Ohio
Dexter Div. Philco Corp., 2-3-4-5-6-7-8-9-10-12	590 N 8th, Fairfield, Iowa
Easy Laundry Appliance Div. Murray Corp. of America, The, 2-3-4-6-8-10-12	919 N Michigan Ave. Chicago 11, Ill
HAMILTON MFG. CO., 1-2-3-4-5-6-8-10-11-12, Adv Pgs 92, 93	**Two Rivers, Wis**
Kelvinator Div. American Motors Corp., 2-3-4-5-8-10	14250 Plymouth Rd. Detroit 32, Mich
Marquette Corp., 2-4-5-8-10-12	307 E Hennepin Ave. Minneapolis 3, Minn
MAYTAG CO., 3-4-8-10-12, Adv Pg 68	**Newton, Iowa**
Norge Sales Corp., 1-2-4-5-8-10-12	Merchandise Mart Plaza, Chicago 54, Ill
Speed Queen Div. McGraw-Edison Co., 2-3-4-5-6-7-8-10-12	Ripon, Wis
Whirlpool Corp., 2-4-5-6-8-10-12	Administrative Center, Benton Harbor, Mich

WASHER-DRYER COMBINATIONS, *ELECTRIC*

1. *115V VENT TYPE*
2. *230V CONDENSER TYPE*
3. *230V VENT TYPE*
4. *W/AUTOMATIC DRYING CONTROL*
5. *UNDERCOUNTER MODELS AVAIL.*
6. *W/AUTOMATIC DISPENSING*
7. *WATER-SAVER CONTROL*
8. *COOL (NO-HEAT) DRYING CYCLE*

Easy Laundry Appliance Div. Murray Corp. of America, The, 2-3-4-5-6-7-8	919 N Michigan Ave. Chicago 11, Ill
General Electric Co., 2-4-5-6-7	Appliance Park, Louisville 1, Ky
MAYTAG CO., 2-6, Adv Pg 68	**Newton, Iowa**
Norge Sales Corp., 3-6-7-8	Merchandise Mart Plaza, Chicago 54, Ill
PHILCO CORP., 2-3-4-5-6-7-8, Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Speed Queen Div. McGraw-Edison Co., 2-4	Ripon, Wis
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 2-3-4-6-7-8, Adv Pgs 85, 86, 87	**Box 2199, Columbus, Ohio**
Whirlpool Corp., 3-4-6-7-8	Administrative Center, Benton Harbor, Mich

WASHER-DRYER COMBINATIONS, *GAS*

1. *W/CONSTANT PILOT*
2. *W/SPARK IGNITION SYSTEM*
3. *W/AUTOMATIC DRYING CONTROL*
4. *UNDERCOUNTER MODELS AVAIL.*
5. *W/AUTOMATIC DISPENSING*
6. *WATER-SAVER CONTROL*
7. *COOL (NO-HEAT) DRYING CYCLE*

Easy Laundry Appliance Div. Murray Corp. of America, The, 2-5-6-7	919 N Michigan Ave. Chicago 11, Ill
MAYTAG CO., 1-5, Adv Pg 68	**Newton, Iowa**
Norge Sales Corp., 1-5-6-7	Merchandise Mart Plaza, Chicago 54, Ill
O'Keefe & Merritt, 1-3	3700 E Olympic Blvd. Los Angeles 23, Cal
PHILCO CORP., 2-3-5-6-7, Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Whirlpool Corp., 2-3-6-7	Administrative Center, Benton Harbor, Mich

WATER HEATERS

1. *CABINET STYLING*
2. *ELECTRIC*
3. *GAS*
4. *LINED TANKS*

Associated Stove Mfgrs	Box 1634, Muskogee, Oklahoma
Cleveland Heater Co., The, 1-2-3-4	2310 Superior, Cleveland, Ohio
Coleman Co. Inc., The, 3	250 N St. Francis St. Wichita 1, Kan
Day & Night Mfg. Co., 1-2-3	855 Anaheim-Puente Rd. La Puente, Cal
Dearborn Stove Co., 3-4	1700 W Commerce, Dallas, Tex
Delco Appliance Div. General Motors Corp., 3	Box 230, Rochester 1, NY
Econmaster, 2-3-4	Box 1136, Nashville 2, Tenn
Frigidaire Div. General Motors Corp., 1-2-4	300 Taylor St. Dayton 1, Ohio
Gray & Dudley Co., 1-2-3-4	2300 Clifton Rd. Nashville 3, Tenn
Heatrite Inc., 1-2-4	311 5th Ave. N, Minneapolis 1, Minn
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 1-2-4, Adv Pgs 88, 89	**5600 W Taylor St. Chicago 44, Ill**
Jackson Mfg. Co. Inc., W. L., 1-2-3-4	1222 E 40th St. Chattanooga, Tenn
Kelvinator Div. American Motor Corp., 1-2-4	14250 Plymouth Rd. Detroit 32, Mich
Little Burner Co. Inc., H. C., 2-3	Box 60, San Rafael, Cal
Manesco Inc., 2	605 Plandome Rd. Manhasset, NY
Modern Water Equipment Co., 2	230 E Main, Freeport, Ill
Monarch Range Co., 1-2-3-4	1611 T Lake St. Beaver Dam, Wis
Mor-Flo Heater Corp., 1-2-3-4	2176 E 76th St. Cleveland, Ohio
Norge Sales Corp., 2-3	Merchandise Mart Plaza, Chicago 54, Ill
Perfection Div. Hupp Corp., 1-2-3	1135 Ivanhoe Rd. Cleveland 10, Ohio
Rheem Mfg. Co. Home Products Div., 2-3-4	7600 S Kedzie Ave. Chicago 52, Ill
Smith Corp., A. O., Permaglas Div., 2-3-4	Box 28, Kankakee, Ill
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 1-2-4	5119 District Blvd. Los Angeles 22, Cal
Wagoner Corp., 1-2-3-4	Sidco Dr. Nashville 4, Tenn
Waldorf Heater Co., 1-2-3-4	1421 Chestnut St. Philadelphia 2, Pa
Wesix Electric Heater Co., 1-2-4	390 1st St. San Francisco 5, Cal
Westinghouse Elec. Corp., 1-2	246 E 4th St. Mansfield, Ohio
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1-2-4, Adv Pgs 85, 86, 87	**Box 2199, Columbus, Ohio**

WATER SOFTENERS, *AUTOMATIC REGENERATING*

1. *GALVANIZED TANKS*
2. *LINED TANKS*
3. *MOLDED PLASTIC TANKS*
4. *METERED OPERATION*
5. *TIMED OPERATION*

Bomarc Industries Inc.	17 Nassau Ave. Inwood 96, NY
Crystal Research Laboratories Inc.	29 Allyn St. Hartford, Conn
Culligan Inc	S Shermer Rd. Northbrook, Ill
Elgin Softener Corp., 1-2-3-4-5	134 N Grove Ave. Elgin, Ill
Heatrite Inc., 1-2-3-5	311 5th Ave. N, Minneapolis 1, Minn
Lancaster Pump & Mfg. Co. Inc	Lancaster, Pa
Lindsay Co., The, Div. Union Tank Car Co	1381 Marshall Ave. St Paul 4, Minn
Modern Water Equipment Co., 1-3-5	230 E Main, Freeport, Ill
Myers & Bro. Co., The F. E., 1-4-5	Ashland, Ohio
Pennsylvania Range Boiler Co	24th & Ellsworth Sts. Philadelphia 46, Pa
Permutit Water Conditioning Inc., 1-3-4-5	50 W 44th St. New York 36, NY
Royal Water Cond. Inc	24708 John R St. Hazel Park, Mich
Smith Corp., A. O., Permaglas Div	Box 28, Kankakee, Ill
Smith Corp., A. O., Permaglas Div	Box 28, Kankakee, Ill
Softener Corp. of America, 1-2-4-5	2405 Division St. Melrose Park, Ill
White Products Corp	Middleville, Mich

Major Appliances

WATER SOFTENERS, *MANUAL REGENERATION*
1. *DIRECT SALT ADDITION*
2. *SOLUTION INJECTION*
3. *GALVANIZED TANKS*
4. *LINED TANKS*
5. *MOLDED TANKS*

Bomarc Industries Inc.	17 Nassau Ave. Inwood 96, NY
Crystal Research Laboratories Inc.	29 Allyn St. Hartford, Conn
Culligan Inc	S Shermer Rd. Northbrook, Ill
Elgin Softener Corp., 1-2-3-4-5	134 N Grove Ave. Elgin, Ill
Heatrite Inc., 1-3-4	311 5th Ave. N, Minneapolis 1, Minn
Lancaster Pump & Mfg. Co. Inc	Lancaster, Pa
Lindsay Co., The, Div. Union Tank Car Co	1361 Marshall Ave. St Paul 4, Minn
Modern Water Equipment Co., 1-2-3-5	230 E Main, Freeport, Ill
Myers & Bro. Co., The F. E., 1-2-3	Ashland, Ohio
Pennsylvania Range Boiler Co	24th & Ellsworth Sts. Philadelphia 46, Pa
Permutit Water Conditioning Inc., 1-2-3	50 W 44th St. New York 36, NY
Royal Water Cond. Inc	24708 John R St. Hazel Park, Mich
Smith Corp., A. O., Permaglas Div	Box 28, Kankakee, Ill
Softener Corp. of America, 1-2-3-4	2405 Division St. Melrose Park, Ill
Western Coil & Electric Co., 1-5	215 State St. Racine, Wis
White Products Corp	Middleville, Mich

WATER SOFTENING SERVICES

Culligan Inc	S Shermer Rd. Northbrook, Ill
Permutit Water Conditioning Inc	50 W 44th St. New York 36, NY

COMPONENTS AND ACCESSORY MANUFACTURERS

Automatic Service Supply Co	17225 Sherwood Ave. Detroit 12, Mich
Dryer Venting Kits. Porcelain patching kits.	
FLEXIBLE TUBING CORP., Adv Pg 96	**New Whitfield, Guilford, Conn**
Dryer Venting Kits.	
Minneapolis-Honeywell Regulator Co	2747 4th Ave. S, Minneapolis 8, Minn
Appliance Controls. Thermometers. Thermostats. Switches.	
Robertshaw-Fulton Controls Co	Youngwood, Pa
Automatic controls for cooking and laundry appliances.	
STEVENS APPLIANCE TRUCK CO., Adv Pg 96	**Box 897, Augusta, Ga**
Appliance handling devices.	
TUTTLE & KIFT INC., Adv Pg 99	**1823 N Moulton Ave. Chicago 39, Ill**
Electric range burners and burner replacement kits.	
Wiegand Co., Edwin L.	7500 Thomas Blvd. Pittsburgh 8, Pa
Electric range burners. Heating elements for ovens, boiler, water heaters.	
Wilcolator Co., The	1001 Newark Ave. Elizabeth, NJ
Thermostats for ranges, ovens, dryers, room air conditioners, electric heating.	
YEATS APPLIANCE DOLLY SALES, Adv Pg 67	**2127 N 12th St. Milwaukee 5, Wis**
Appliance handling devices.	

Kitchens

APPLIANCES, *BUILT-IN:* **See MAJOR APPLIANCES**

BARBECUES, *INDOOR, BUILT-IN:* **See** *NON-ELECTRIC* **HOUSEWARES**

BREAKFAST NOOKS

Ableart Upholstery Co. Inc	252 Richmond St. Brooklyn 8, NY
Angel Co., The	340 Broad, Fitchburg, Mass
Bianco Mfg. Co	2736 Victor St. St. Louis, Mo
Sheridan Upholstering & Mfg. Co	2036 Centre Ave. Pittsburgh 19, Pa

CABINETS, *PLASTIC*
1. *CUSTOM SIZES*
2. *STOCK SIZES*

Amory Supply, 1-2	Rockwood Ave. & LI RR, Amityville, NY
Beautycraft Kitchens Div., Miller Metal Products Inc., 1-2	2215 Russell, Baltimore 20, Md
Curtis Co. Inc., 2	114 12 Ave. S, Clinton, Iowa
Custom Hall Inc., 1-2	Box 215, Roxbury 19, Mass
Del Mar Cabinet Co	2865 Gordon Rd. SW, Atlanta, Ga
Dimensional Kitchens-Raygold Industries, 2	Copiague, NY
L-Co Cabinet Corp., 1-2	S 5th St. Shamokin, Pa
McConnell Cabinet Shop Inc., 1-2	3017 N Rumford, El Monte, Cal
Nevamar Carefree Kitchens	Odenton, Md
Raygold Industries Inc., 1-2	Box 176, Copiague, NY

CABINETS, *STEEL*
1. *CUSTOM SIZES*
2. *STOCK SIZES*
4. *WOOD FRONTS*
3. *PLASTIC FRONTS*

Beautycraft Kitchens Div., Miller Metal Products Inc., 1-2-3	2215 Russell, Baltimore 20, Md
Block & Sons Inc., M., 2	2501-37 Calumet Ave. Chicago, Ill
Davis Prods. Co., 2	U. S. Hwy. 31, Niles, Mich
Duracold Corp., 2	847 E 52nd St. Brooklyn 3, NY
Duralast Products Corp., 2	160 Thalia St. New Orleans, La
Filray Corp	3626 Kings Hwy. Brooklyn 34, NY
Geneva Modern Kitchens, 1-2-4	201 S 8th St. Geneva, Ill
Jeffrey Steel Products Corp., 1-2-3	1345 Halsey St. Brooklyn 27, NY
Kinzee Products Inc., 2	259 2nd St. Saddle Brook, NJ
L-Co Cabinet Corp., 4	S 5th St. Shamokin, Pa
Maine Mfg. Co., The, 2-3	46 Bridge St. Nashua, NH
Marvel Metal Products Co., 1-2-4	3843 W 43 St. Chicago, Ill
Metal Cabinet Mfg. Co	3 Lexington Ave. Brooklyn 38, NY
New Milford Construction & Repair Co., 1	169 Lodi St. Hackensack, Nj
Palace Metal Products Inc., 2	1045 Essex St. Brooklyn 8, NY
Republic Steel, Berger Div., 1-2-3	1038 Belden Ave. NE, Canton 5, Ohio
Republic Steel, Berger Div., 1-2-3	1038 Belden Ave. NE, Canton 5, Ohio
Safedge Metal Products, 1-2	Merrick, NY
St. Charles Mfg. Co	St. Charles, Ill
Solar Systems Inc., 1	11936 Valerio St. N Hollywood, Cal
Toledo Desk & Fixture Co., 1-2-4	1020 Ford Rd. Maumee, Ohio
United Metal Cabinet Corp., 2-3-4	14 St. & Laurel St. Pottsville, Pa
Walters Mfg. Co., 1-2-3	140 Pennsylvania Ave. Oakmont, Pa
Youngstown Kitchens, 1-2-3	University St. Warren, Ohio
Zenith Metal Products Co., 2	Primos, Pa

CABINETS, *WOOD*
1. *CUSTOM FINISHED SIZES*
2. *CUSTOM UNFINISHED SIZES*
3. *STOCK FINISHED SIZES*
4. *STOCK UNFINISHED SIZES*
5. *KNOCKED DOWN UNITS*
6. *PLASTIC FRONTS*

Amory Supply, 1-2-3-4-6	Rockwood Ave. & LI RR, Amityville, NY
Angel Co., The, 1-2-3-4-5	340 Broad, Fitchburg, Mass
Beautycraft Kitchens Div., Miller Metal Products Inc., 1-2-3-4-5-6	2215 Russell, Baltimore 20, Md
Brammar Mfg. Co	1441 Rockingham Rd. Davenport, Iowa
Coppes Inc., 1-3	E Market St. Nappanee, Ind
Coronet Kitchens Inc., 1-3	4200 NW 10th Ave. Fort Lauderdale, Fla
Curtis Co. Inc., 3-6	114 12 Ave. S, Clinton, Iowa
Del Mar Cabinet Co	2865 Gordon Rd. SW, Atlanta, Ga
Dimensional Kitchens-Raygold Industries, 3-6	Copiague, NY
Gregg & Son Inc., 3-4	25 Crown St. Nashua, NH
I-XL Furniture Co	N Main & Sterling, Goshen, Ind
International Paper, Long-Bell Div., 4-5	Box 1079, Longview, Wash
Kemper Brothers Inc., 3	Richmond, Ind
Keystone Cabinet Co., 1-6	Littlestown, Pa
Kitchen Maid Corp	Andrews, Ind
Kitchens Products Mfg. Co., 1-2	301 Brushton, Pittsburgh 21, Pa
L-Co Cabinet Corp., 1-2-3-4-6	S 5th St. Shamokin, Pa
Major Line Products Co. Inc., 3	Box 478, Hoquiam, Wash
McConnell Cabinet Shop Inc., 2-4-5	3017 N Rumford, El Monte, Cal
Mengel Wood Industries Inc., 3	Union City, Ind
Modern Cabinet Works, 1-2	N 1002 Hamilton, Spokane 2, Wash
Mutschler Brothers Co., 1-3	Nappanee, Ind
Oberholtzer Kitchens Inc., 1	Rt. 309, Coopersburg, Pa
Reliable Luggage Inc., 3-6	Bldg. 2, Lawrence County, W Pittsburgh, Pa
Ryan Mfg. Co., 1	Ware, Mass
Shamokin Kitchen Cabinet Co., 1-2	Hunter & Clay Sts. Shamokin, Pa
Texboro Cabinet Corp., 1-3	Mineral Wells, Texas
United Cabinet Corp., 3	Box 230, Jasper, Ind
United Metal Cabinet Corp., 5	14 St. & Laurel St. Pottsville, Pa
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1-2-3, Adv Pgs 85, 86, 87	**Box 2199, Columbus, Ohio**
Whitehall Kitchens, 1-2	21 Ryder Pl. E Rockaway, NY
Willett Inc., Consider H. Kitchen Cabinet Div., 3	3001 W Kentucky St. Louisville 11, Ky

CLOCKS: *See ELECTRIC* **HOUSEWARES**

COUNTER TOP MATERIAL
1. *FLEXIBLE*
2. *LAMINATES*

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Armstrong Products Corp., 1	Huntington 12, W Va
Curtis Co. Inc., 2	114 12 Ave. S, Clinton, Iowa
Custom Hall Inc., 2	Box 215, Roxbury 19, Mass
Dimensional Kitchens-Raygold Industries, 2	Copiague, NY
Formica Corp	4614 Spring Grove Ave. Cincinnati 32, Ohio
General Electric Co. Laminated Products Dept., 2	Coshocton, Ohio
Kitchens Products Mfg. Co., 1-2	301 Brushton, Pittsburgh 21, Pa
L-Co Cabinet Corp., 2	S 5th St. Shamokin, Pa
Superior Wall Products Co., 2	4401 N American, Philadelphia 40, Pa
Texboro Cabinet Corp., 2	Mineral Wells, Texas
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 2,	
Adv Pgs 85, 86, 87	**Box 2199, Columbus, Ohio**
Wilson Plastics, Ralph, 2	600 General Bruce Dr. Temple, Tex

FANS, *VENTILATING*
1. SINGLE SPEED
2. MULTI SPEED

Aubrey Mfg. Inc., 1-2	Union, III
Berns Air King Corp., 1-2	3050 N Rockwell St. Chicago 18, III
Emerson Elec. Mfg. Co., 1-2	8100 Florissant Ave. St Louis 36, Mo
Fasco Industries Inc., 1-2	Box 509, Rochester 2, NY
Fresh'nd-Aire Co. A Div. of Cory Corp., 1-2	3200 W Peterson, Chicago 45, III
Nu Tone Inc., 1-2	Madison & Red Bank Rds. Cincinnati 27, Ohio
Progress Mfg. Co., 1-2	Caster Ave. & Tulip St. Philadelphia, Pa
Sin-Jin Industries, 1-2	5236-40 Fairlawn Ave. Baltimore 15, Md
Standard Electric Mfg. Co. Inc., 1-2	W Berlin, NJ
Stewart Industries Inc., 1-2	320 E St Joseph St. Indianapolis 2, Ind
Swanson Inc., 1-2	607 S Washington St. Owosso, Mich
Texboro Cabinet Corp., 1-2	Mineral Wells, Texas
Trade-Wind Div. Robbins & Myers Inc., 1-2	7755 Paramount Pl. Pico Rivera, Cal

FRAMES, *SINK & RANGE*

Kitchens Products Mfg. Co	301 Brushton, Pittsburgh 21, Pa
Major Industries Inc	505 N LaSalle St. Chicago 10, III
New Milford Construction & Repair Co	169 Lodi St. Hackensack, NJ
Republic Steel, Berger Div	1038 Belden Ave. NE, Canton 5, Ohio
Sylvania Electric Products Inc. Home Electronics Div.,	4-6-7-8-9
	700 Ellicott St. Batavia, NY
Werner Co. Inc., R. D.	Box 580, Greenville, Pa

HARDWARE, *CABINET*
1. HINGES
2. LATCHES, CATCHES
3. PULLS, KNOBS
4. REVOLVING SHELF H'WARE.
5. SHELF
6. SLIDES, SUPPORTS
7. TRACKS

Aubrey Mfg. Inc., 1-2-3	Union, III
Diack Co., A George, 4-6-7	1427 Santee St. Los Angeles 15, Cal
Extension Drawer Support Co., 6	2319 Washington Blvd. Los Angeles 18, Cal
Faultless Caster Corp., 3	Evansville 7, Ind
Hardware Designers Inc., 1-6-7	Box 4, S Hackensack, NJ
Hyer Hardware Mfg. Co., 1-2-3-4-5-6	800 E Orangethorpe Ave. Anaheim, Cal
Jaybee Mfg. Corp., 1-2-3	566 San Fernando Rd. Los Angeles 65, Cal
Kitchens Products Mfg. Co., 1-2-3-4	301 Brushton, Pittsburgh 21, Pa
Laboratory Equipment Corp., 2	Hilltop Rd. St Joseph, Mich
Lake Drive Products Co. Inc., 4	Box 166, Edgerton, Wis
National Lock Co., 1-2-3-6-7	1902 7th St. Rockford, III
Pask Mfg. Co., 5-6-7	12 Maple Ave. Haverstraw, NY
Progress Mfg. Co., 2-4	Caster Ave. & Tulip St. Philadelphia, Pa
Republic Steel, Berger Div., 1-4-5-7	1038 Belden Ave. NE, Canton 5, Ohio
Tassell Hardware Co., 2-4-6	4135 Lake Michigan Dr. Grand Rapids, Mich
Washington Steel Products Inc., 1-2-3-4-5-6-7	1940 E 11th St. Tacoma 2, Wash

HOODS, *DUCTLESS*
1. ACTIVATED CHARCOAL FILTER
2. ELECTROSTATIC PRECIPITATOR
3. SCREEN-TYPE FILTER
4. W/LIGHTS

Aubrey Mfg. Inc., 1-4	Union, III
Berns Air King Corp., 1-3-4	3050 N Rockwell St. Chicago 18, III
Caloric Appliance Corp., 2-4	Topton, Pa
Ductless Hood Co., 1-4	601 Plandome Rd. Manhasset, NY
Emerson Elec. Mfg. Co., 1-3-4	8100 Florissant Ave. St Louis 36, Mo
Fasco Industries Inc., 1-2-4	Box 509, Rochester 2, NY
Home Metal Products Co., 1-3-4	13006 N Central Expwy. Dallas, Tex
Johnson-Stuart Co., 1-4	6124 Milwaukee Ave. Chicago 46, III
Major Industries Inc., 1-3-4	505 N LaSalle St. Chicago 10, III
New Milford Construction & Repair Co., 1-2-3-4	169 Lodi St. Hackensack, NJ
Nu Tone Inc., 1-4	Madison & Red Bank Rds. Cincinnati 27, Ohio
PM Mfg. Co., 1-4	2245 White Plaines Rd. Bronx 67, NY
Preway Inc., 1-3-4	Wisconsin Rapids, Wis
Puritron Corp., The, 1-3-8	15 Stiles St. New Haven, Conn
Research Products Corp., 3	1015 E Washington Ave. Madison 1, Wis
Stewart Industries Inc., 1	320 E St Joseph St. Indianapolis 2, Ind
Swanson Inc., 1-4	607 S Washington St. Owosso, Mich
Texboro Cabinet Corp., 2	Mineral Wells, Texas
Trade-Wind Div. Robbins & Myers Inc., 1	7755 Paramount Pl. Pico Rivera, Cal
Walters Mfg. Co., 1	140 Pennsylvania Ave. Oakmont, Pa
Youngstown Kitchens, 1-4	University St. Warren, Ohio
Zenith Metal Products Co	Primos, Pa

HOODS, *VENTILATING*
1. ACTIVATED CHARCOAL FILTER
2. ELECTROSTATIC PRECIPITATOR
3. SCREEN-TYPE FILTER
4. W/LIGHTS
5. SINGLE SPEED BLOWER
6. MULTI-SPEED BLOWER

Affiliated Mfgrs., 3-4-5	421 N 14th, Muskogee, Okla
Aubrey Mfg. Inc., 1-4-5-6	Union, III
Berns Air King Corp., 3-4-5-6	3050 N Rockwell St. Chicago 18, III
Caloric Appliance Corp., 2-3-4-5-6	Topton, Pa
Crown Stove Works, 3-4	4627 W 12th Pl. Chicago 50, III
Ductless Hood Co., 1-3-4	601 Plandome Rd. Manhasset, NY
Dura Steel Products Co., 3-4-5	1774 E 21st St. Los Angeles 58, Cal
Emerson Elec. Mfg. Co., 1-3-4-5-6	8100 Florissant Ave. St Louis 36, Mo
Fasco Industries Inc., 3-4-5-6	Box 509, Rochester 2, NY
Gaffers & Sattler Div. - Utility Appl. Corp., 3-5	8111 W Beverly Blvd. Los Angeles 48, Cal
Gray & Dudley Co., 3-4-5	2300 Clifton Rd. Nashville 3, Tenn
Hedlund Co., W. T., 3-4-5	4600 W Washington Blvd. Los Angeles 16, Cal
Home Metal Products Co., 1-3-4-5-6	13006 N Central Expwy. Dallas, Tex
Lau Blower Co., The	2027 Home Ave. Dayton 7, Ohio
Majestic Co. Inc., The	Huntington, Ind
Major Industries Inc., 3-4-5-6	505 N LaSalle St. Chicago 10, III
New Milford Construction & Repair Co., 1-2-3-4-5-6	169 Lodi St. Hackensack, NJ
Nu Tone Inc., 5-6	Madison & Red Bank Rds. Cincinnati 27, Ohio
PM Mfg. Co., 1-3-4-5-6	2245 White Plaines Rd. Bronx 67, NY
Preway Inc., 1-3-4-6	Wisconsin Rapids, Wis
Progress Mfg. Co., 4-5-6	Caster Ave. & Tulip St. Philadelphia, Pa
Research Products Corp., 3	1015 E Washington Ave. Madison 1, Wis
Roberts Mfg. Co., 1-3-4-6	426 E Shaffer, Cleburne, Tex
Sin-Jin Industries, 3-4	5236-40 Fairlawn Ave. Baltimore 15, Md
Standard Electric Mfg. Co. Inc., 5-6	W Berlin, NJ
Stewart Industries Inc., 3-5-6	320 E St Joseph St. Indianapolis 2, Ind
Swanson Inc., 1-4-5-6	607 S Washington St. Owosso, Mich
Trade-Wind Div. Robbins & Myers Inc., 4-6-6	7755 Paramount Pl. Pico Rivera, Cal
TAPPAN CO., 3-4-5-6, Adv Pg 2	**259 Wayne St. Mansfield, Ohio**
Texboro Cabinet Corp., 2	Mineral Wells, Texas
Vent-A-Hood Co., 3-4-5-6	Box 35626, Dallas 35, Tex
Youngstown Kitchens, 3-4-5-6	University St. Warren, Ohio

KITCHEN PLANNING KITS OR MATERIALS

Curtis Co. Inc	114 12 Ave. S, Clinton, Iowa
Dimensional Kitchens-Raygold Industries	Copiague, NY
Goldey Co. Inc., Louis	509 Madison Ave. New York 22, NY
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO.,	
Adv Pgs 88, 89	**5600 W Taylor St. Chicago 44, III**
International Paper, Long-Bell Div	Box 1079, Longview, Wash
Lane Book Co	Menlo Park, Cal
Republic Steel, Berger Div	1038 Belden Ave. NE, Canton 5, Ohio
Youngstown Kitchens	University St. Warren, Ohio

MOULDED DRAWERS

Curtis Co. Inc	114 12 Ave. S, Clinton, Iowa
Hyer Hardware Mfg. Co	800 E Orangethorpe Ave. Anaheim, Cal
Stratapanel Corp	Box 506 H, Elizabethtown, NJ
Texboro Cabinet Corp	Mineral Wells, Texas
Washington Steel Products Inc	1940 E 11th St. Tacoma 2, Wash

MOULDINGS

Keller Prods. Ind	41 Union St. Manchester, NH
L-Co Cabinet Corp	S 5th St. Shamokin, Pa
McConnell Cabinet Shop Inc	3017 N Rumford, El Monte, Cal
Superior Wall Products Co	4401 N American, Philadelphia 40, Pa

Kitchens

Texboro Cabinet Corp	Mineral Wells, Texas
Trine Rolled Moulding Corp., 6	1421 Ferris Pl. Bronx 61, NY
Werner Co. Inc., R. D.	Box 580, Greenville, Pa

SHELVES, *REVOLVING*

Coronet Kitchens Inc	4200 NW 10th Ave. Fort Lauderdale, Fla
International Paper, Long-Bell Div	Box 1079, Longview, Wash
Lake Drive Products Co. Inc	Box 166, Edgerton, Wis
Republic Steel, Berger Div	1038 Belden Ave. NE, Canton 5, Ohio
Texboro Cabinet Corp	Mineral Wells, Texas
Washington Steel Products Inc	1940 E 11th St. Tacoma 2, Wash

SINKS, *BOWL ONLY*

1. *SINGLE BOWL*
2. *DOUBLE BOWL*
3. *TRIPLE BOWL*
4. *CAST IRON/PORCELAIN*
5. *PRESSED STEEL/PORCELAIN*
6. *STAINLESS STEEL*
7. *VITREOUS CHINA*

Aaronca Mfg. Corp., Metal Products Div., 1-2-6	Middletown, Ohio
Caloric Appliance Corp., 1-2-5-6	Topton, Pa
Crown Stove Works, 1-2-5	4627 W 12th Pl. Chicago 50, Ill
Enamel Prods. Co., 1-2-5-6	341 Eddy Rd. Cleveland 8, Ohio
Geneva Modern Kitchens, 1-2-3-6	201 S 8th St. Geneva, Ill
Gray & Dudley Co., 1-2-5	2300 Clifton Rd. Nashville 3, Tenn
Manesco Inc., 6	605 Plandome Rd. Manhasset, NY
New Milford Construction & Repair Co., 1-2-3-6	169 Lodi St. Hackensack, NJ
Republic Steel, Berger Div	1038 Belden Ave. NE, Canton 5, Ohio
Solar Systems Inc., 1-2	11936 Valerio St. N Hollywood, Cal
Southern Porcelain Div. of Verson Mfg. Co., 1-2-5	Box 9128, Dallas 15, Tex
TAPPAN CO., 1-2-5-6, Adv Pg 2	**250 Wayne St. Mansfield, Ohio**
Texboro Cabinet Corp., 1-2-5-6	Mineral Wells, Texas
WESTINGHOUSE ELECTRIC CORP. MAJOR APPLIANCE DIV., 1-2-4-5-6, Adv Pgs 85, 86, 87	**Box 2199, Columbus, Ohio**
Youngstown Kitchens, 1-2-3-5-6	University St. Warren, Ohio

SINKS, *W/DRAINBOARDS* See Also: COMBINATIONS, MAJOR APPLIANCES

1. *SINGLE BOWL*
2. *DOUBLE BOWL*
3. *TRIPLE BOWL*
4. *CAST IRON/PORCELAIN*
5. *PRESSED STEEL/PORCELAIN*
6. *STAINLESS STEEL*
7. *VITREOUS CHINA*

Design & Mfg. Corp., 1-2-5	Connersville, Ind
Enamel Prods. Co., 1-2-5	341 Eddy Rd. Cleveland 8, Ohio
Geneva Modern Kitchens, 1-2-6	201 S 8th St. Geneva, Ill
Manesco Inc., 6	605 Plandome Rd. Manhasset, NY
New Milford Construction & Repair Co., 1-2-3-6	169 Lodi St. Hackensack, NJ
Palace Metal Products Inc., 1-2	1045 Essex St. Brooklyn 8, NY
Pride Mfg. Co., 1-2-3-6	49 & A V RR, Pittsburgh, Pa
Republic Steel, Berger Div	1038 Belden Ave. NE, Canton 5, Ohio
Ryan Mfg. Co., 1-2-3-4-5-6	Ware, Mass
Youngstown Kitchens, 1-2-5	University St. Warren, Ohio

TILE, *WALL & COUNTER*

Alloy Tile Corp	109 Roosevelt Ave. Belleville, NJ
Crown Tile Corp	125 Walnut Rd. SE, Massillon, Ohio
Formica Corp	4614 Spring Grove Ave. Cincinneti 32, Ohio
Gladding, McBean Franciscan Dinnerware Co	2901 Los Feliz Blvd. Los Angeles 39, Cal
Goldey Co. Inc., Louis	509 Madison Ave. New York 22, NY
Superior Wall Products Co	4401 N American, Philadelphia 40, Pa
Wenczel Tile Co	Trenton, NJ

UNIT KITCHENS

International Paper, Long-Bell Div	Box 1079, Longview, Wash
L-Co Cabinet Corp	S 5th St. Shamokin, Pa
Palace Metal Products Inc	1045 Essex St. Brooklyn 8, NY
Safedge Metal Products	Merrick, NY
Texboro Cabinet Corp	Mineral Wells, Texas

WALL PANELS, *PREFINISHED*

Panelboard Mfg. Co	222 Pacific St. Newark 5, NJ
Superior Wall Products Co	4401 N American, Philadelphia 40, Pa
Texboro Cabinet Corp	Mineral Wells, Texas

Outdoor Power Equipment

CUTTERS, *WEED*

1. *ELECTRIC*
2. *GASOLINE*

Air Electric Machine Co. Inc., 2	Lohrville, Iowa
Dille & McGuire Mfg. Co., 2	Richmond, Ind
Jacobsen Mfg. Co., 2	747 Washington Ave. Racine, Wis
Jari Products Inc., 2	2938 Pillsbury Ave. Minneapolis, Minn
McCulloch Corp. Los Angeles Div., 2	6101 W Century Blvd. Los Angeles 45, Cal
Mono Mfg. Co., 2	540 E Commercial, Springfield, Mo
Power Equipment Mfg. Corp., 2	5912 SW, 12th St. W Hollywood, Fla
Rowco Mfg. Co. Inc., 2	46 Emerald St, Keene, NH
Wind-King Electric Mfg. Co., 1	Merrill, Iowa

EDGER/TRIMMERS

1. *ELECTRIC*
2. *GASOLINE*

Allegretti & Co., 1-2	7232 Fulton Ave. N Hollywood, Cal
Black & Decker Mfg. Co., 1	Towson 4, Md
Central Stamping & Mfg. Co., 1	900 S Division St. Polo, Ill
Cooper Mfg. Co., 2	410 S 1st Ave. Marshalltown, Iowa
Desert Ray Products Inc., 1-2	201 International Rd. Garland, Tex
Dormeyer Corp., 1	5610 W Bloomingdale, Chicago 39, Ill
Durite Corp. Inc., 2	Box 352, Iola, Kan
Heinske & Co. Inc., 2	426 S 5th St. Springfield, Ill
Jacobsen Mfg. Co., 2	747 Washington Ave. Racine, Wis
Keen Mfg. Co., 2	222 W 3rd, Kansas City, Mo
Lazy Boy Lawn Mower Co. Inc., 2	1315 W 8th St. Kansas City, Mo
Little Wonder Inc. Schiller-Pfeiffer Inc., 1	1028 Street Rd. Southampton, Pa
Moto-Mower Inc. Subsidiary Dura Corp., 2	625 S G, Richmond, Ind
New Monarch Machine & Stamping Div. Western Tool & Stamping Co., 2	Des Moines, Iowa
Orr Co. Inc., J.A., 1	10019 S Western Ave. Chicago 43, Ill
Outboard Marine Corp. Engines & Equipment Div., 2	600 Pershing Rd. Waukegan, Ill
Porter-Cable Machine Co., 1	700 Marcellus St. Syracuse 1, NY
Power Equipment Mfg. Corp., 1-2	5912 SW, 12th St. W Hollywood, Fla
Ram Tool Corp., 1-2	411 N Claremont Ave. Chicago 12, Ill
Ruhmann Mfg. Co., G. E.	Schulenberg, Tex
Sunbeam Corp	5600 Roosevelt Rd. Chicago 50, Ill
Temco Products Co	2815 Los Flores Blvd. Lynwood, Cal
Yazoo Mfg. Co., 2	3607 Livingston Rd. Jackson, Miss

MOTORS, *BOAT, OUTBOARD*

Scott Div., McCulloch Corp	2700 Winter St. NE, Minneapolis 13, Minn

MULCHERS, *GARDEN, INDEPENDENT UNITS*

Jacobsen Mfg. Co	747 Washington Ave. Racine, Wis
Moore Tractor Inc., Tom	Mantua, Ohio

DETACHABLE POWERED HANDLE, *MULTI-USE*

1. *EDGER-TRIMMER ATTACH.*
2. *FLOOR CARE ATTACH.*
3. *MOWER ATTACH.*
4. *TILLER ATTACH.*

Moore Tractor Inc., Tom, 1-3-4	Mantua, Ohio
Moto-Mower Inc. Subsidary Dura Corp., 1-3-4	625 S G. Richmand, Ind
Moto-Mower Inc. Subsidary Dura Corp., 2-3	625 S G. Richmand, Ind
Outboard Marine Corp. Engines & Equipment Div., 1-4	600 Pershing Rd. Waukegan, Ill
Roto-Hoe & Sprayer Co., 1-3-4	Newbury, Ohio
Toro Mfg. Corp., 1-2-3-4	3042 Snelling Ave. S, Minneapolis 6, Minn

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

POWER MOWERS, REEL
1. ELECTRIC
2. GASOLINE
3. SELF-PROPELLED
4. ENGINE DETACHABLE FOR OTHER USE
5. W/MUFFLER

Acco Power Products Div., American Chair & Cable Co. Inc., 2-3-5	Stevens Ln. Exeter, Pa
Cooper Mfg. Co., 2-3-5	410 S 1st Ave. Marshalltown, Iowa
Dille & McGuire Mfg. Co., 2-3-5	Richmond, Ind
General Mower Corp., 2-3-5	3335 Princess Anne Rd. Norfolk 2, Va
Gravely Tractors, 4	Dunbar, W Va
Heineke & Co. Inc., 2-3	426 S 5th St. Springfield, Ill
Homelite Div. Textron Inc., 2-3-5	Portchester, NY
Jacobsen Mfg. Co., 2-3	747 Washington Ave. Racine, Wis
Lawnmaster Co., The, 2	610 S H St. Richmond, Ind
Lectro Lawnshear Corp., 1-3	West Point, Pa
Lober & Assoc., M., 2	7 Central Park W, New York, NY
Motor Wheel Corp. Consumer Prods. Div., 2-3-5	509 S Poplar St. LaGrange, Ind
New Monarch Machine & Stamping Div. Western Tool & Stamping Co., 2-3-5	Des Moines, Iowa
Pennsylvania Power Mower, 2-3	929 Connecticut Ave. Bridgeport 2, Conn
Pioneer Gen-E-Motor Corp., 2-3	5841 W Dickens Ave. Chicago 39, Ill
Porter-Cable Machine Co., 1	700 Marcellus St. Syracuse 1, NY
Power Equipment Mfg. Corp., 1-2-3	5912 SW, 12th St. W Hollywood, Fla
Rototiller Inc. Sub. Porter-Cable Machine Co., 2	Box 19, Syracuse, NY
Savage Arms Corp. Lawn Mower Div., 2-3-5	Westfield, Mass
Southland Mower Co. Inc., 2-3	29 N Division St. Selma, Ala
Stearns Power Mowers, 2-3	7530 Forsyth, St Louis 5, Mo
Sunbeam Corp., 1-2-3	5600 Roosevelt Rd. Chicago 50, Ill
Toro Mfg. Corp., 2-3-4	3042 Snelling Ave. S, Minneapolis 6, Minn
Wayne Home Equipment Co. Inc., 2-3-5	801 Glasgow Ave. Ft. Wayne 4, Ind
Yard-Man Inc., 2-3	1410 W Ganson St. Jackson, Mich

POWER MOWERS, REMOTE-CONTROLLED

Lazy Boy Lawn Mower Co. Inc	1315 W 8th St. Kansas City, Mo

POWER MOWERS, RIDING
1. REEL TYPE
2. ROTARY TYPE
3. MULTI ENGINE

Acco Power Products Div., American Chair & Cable Co. Inc., 2	Stevens Ln. Exeter, Pa
Aircapitol Mfg. Co. Inc., 2	1618 S Mead, Wichita 11, Kan
Air Electric Machine Co. Inc., 2	Lohrville, Iowa
Durite Corp. Inc., 2	Box 352, Iola, Kan
Falls Products Inc., 2	125 Genoa St. Genoa, Ill
Foley Mfg. Co., 2	3300 5th NE, Minneapolis 18, Minn
Fred & Son, W.S.	Macksville, Kan
General Mower Corp., 1	3335 Princess Anne Rd. Norfolk 2, Va
Goodall Mfg. Co., 2	3300 5th St. NE, Minneapolis 18, Minn
Gravely Tractor, 1-2	Dunbar, W Va
Great Lakes Tractor Co., The, 2	Rock Creek, Ohio
Jacobsen Mfg. Co., 1-2	747 Washington Ave. Racine, Wis
Lawnmaster Co., The, 2	610 S H St. Richmond, Ind
Lazy Boy Lawn Mower Co. Inc., 2	1315 W 8th St. Kansas City, Mo
Manco Corp., 2	Box 337, Samoset, Fla
Meade Mfg. Inc., 1-2	US 54 & 160 W, Meade, Kans
Motor Wheel Corp. Consumer Prods. Div., 2	509 S Poplar St. LaGrange, Ind
Pennsylvania Power Mower, 2	929 Connecticut Ave. Bridgeport 2, Conn
Propulsion Products Co., 2	215 S Park St. Port Washington, Wis
Quick Mfg. Inc., 2	Springfield, Ohio
Root Mfg. Co. Inc., 2	Baxter Springs, Kan
Roto-Hoe & Sprayer Co., 2	Newbury, Ohio
Savage Arms Corp. Lawn Mower Div., 2	Westfield, Mass
Sensation Mower Inc., 2	7577 Burlington, Ralston, Neb
Simplicity Mfg. Co., 1-2	336 Spring St. Port Washington, Wis
Stearns Power Mowers, 1-2	7530 Forsyth, St Louis 5, Mo
Sycamore Mfg. Co., 2	Genoa, Ill
Toro Mfg. Corp., 1-2	3042 Snelling Ave. S, Minneapolis 6, Minn
Wisconsin Marine Co., 2	Lake Hills, Wis
Yard-Man Inc., 2	1410 W Ganson St. Jackson, Mich
Yazoo Mfg. Co., 2	3607 Livingston Rd. Jackson, Miss

POWER MOWERS, ROTARY, ELECTRIC
1. 17-19 IN. CUT (APPROX)
2. 20-22 IN. CUT (APPROX)
3. 23-25 IN. CUT (APPROX)
4. SELF-PROPELLED

Dille & McGuire Mfg. Co., 1	Richmond, Ind
Heineke & Co. Inc., 2	426 S 5th St. Springfield, Ill
Huffman Mfg. Co., 1	188 Davis Ave. Dayton, Ohio
Jacobsen Mfg. Co., 1	747 Washington Ave. Racine, Wis
Keen Mfg. Co., 1	222 W 3rd, Kansas City, Mo
Lectro Lawnshear Corp., 1	West Point, Pa
Orr Co. Inc., J. A., 2	10019 S Western Ave. Chicago 43, Ill
Pioneer Gen-E-Motor Corp., 1	5841 W Dickens Ave. Chicago 39, Ill
Porter-Cable Machine Co., 3	700 Marcellus St. Syracuse 1, NY
Power Equipment Mfg. Corp., 1-2-3-4	5912 SW, 12th St. W Hollywood, Fla
Sensation Mower Inc., 1-2	7577 Burlington, Ralston, Neb
Sunbeam Corp., 1-2	5600 Roosevelt Rd. Chicago 50, Ill
Temco Products Co	2815 Los Flores Blvd. Lynwood, Cal

POWER MOWERS, ROTARY, GASOLINE
1. 17-19 IN. CUT (APPROX)
2. 20-22 IN. CUT (APPROX)
3. 23-25 IN. CUT (APPROX)
4. SELF-PROPELLED
5. ENGINE DETACHABLE FOR OTHER USE
6. W/MUFFLER

Acco Power Products Div., American Chair & Cable Co. Inc., 2-3-4-5-6	Stevens Ln. Exeter, Pa
Aircapitol Mfg. Co. Inc., 1-2-3-4	1618 S Mead, Wichita 11, Kan
Air Electric Machine Co. Inc., 2-3-4-6	Lohrville, Iowa
Canada Foundries & Forgings Ltd., 1-2	Blockville, Can
Chain Bike Corp., 1-2-3	350 Beach 79th St. Rockaway Beach, NY
Clark Mfg. Co., 1-2-3-4	2468 Melville Ave. Decatur, Ga
Cooper Mfg. Co., 1-2-6	410 S 1st Ave. Marshalltown, Iowa
Dille & McGuire Mfg. Co., 1-2-4-6	Richmond, Ind
Durite Corp. Inc., 2-3-4	Box 352, Iola, Kan
Falls Products Inc., 1-2-3-4-6	125 Genoa St. Genoa, Ill
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
General Appliance Mfg. Co., 1-2-3-4	30 & F St. Omaha 8, Neb
General Mower Corp., 2-3-4-6	3335 Princess Anne Rd. Norfolk 2, Va
Goodall Mfg. Co., 1-2-3-4-6	3300 5th St. NE, Minneapolis 18, Minn
Gravely Tractors, 2-3-4-5	Dunbar, W Va
Great Lakes Tractor Co., The, 2-3-4	Rock Creek, Ohio
Heineke & Co. Inc., 1-2-3-4	426 S 5th St. Springfield, Ill
Henderson Manufacturing Co., 1-2	Fisher, Ill
Homelite Div. Textron Inc., 1-2-3-4-6	Portchester, NY
Huffman Mfg. Co, 2-3	188 Davis Ave. Dayton, Ohio
Imperial Specialties Co., 2-4	Union City, Ind
Jacobsen Mfg. Co., 1-2-4	747 Washington Ave. Racine, Wis
Keen Mfg. Co., 1-2-3-4	222 W 3rd, Kansas City, Mo
Lawncraft Mfg. Corp., 2-4	Hoffman, Ill
Lawnmaster Co., The, 2-3-4	610 S H St. Richmond, Ind
Lazy Boy Lawn Mower Co. Inc., 2-3-4-6	1315 W 8th St. Kansas City, Mo
Manco Corp., 2-3-4	Box 337, Samoset, Fla
McDonough Power Equipment Inc., 1-2-3-4	McDonough, Ga
Mitchell Mfg. Co. Inc., 1-2-3-4	913 Broadway, Monett, Mo
Mono Mfg. Co., 2-3-4	540 E Commercial, Springfield, Mo
Moto-Mower Inc. Subsidary Dura Corp., 1-2-3-4	625 S G. Richmand, Ind
Motor Wheel Corp. Consumer Prods. Div., 1-2-4-6	509 S Poplar St. LaGrange, Ind
New Monarch Machine & Stamping Div. Western Tool & Stamping Co., 1-2-3-4-6	Des Moines, Iowa
Outboard Marine Corp. Engines & Equipment Div., 1-2-4-6	600 Pershing Rd. Waukegan, Ill
Pennsylvania Power Mower, 2-4-5	929 Connecticut Ave. Bridgeport 2, Conn
Pioneer Gen-E-Motor Corp., 1-2-3-4	5841 W Dickens Ave. Chicago 39, Ill
Power Equipment Inc., 2-3-4	Box 427, Cicero, Ind
Propulsion Products Co., 1-2-6	215 S Park St. Port Washington, Wis
Root Mfg. Co. Inc., 2-4	Baxter Springs, Kan
Roto-Hoe & Sprayer Co., 2-4-5-6	Newbury, Ohio
Rototiller Inc. Sub. Porter-Cable Machine Co., 3	Box 19, Syracuse, NY
Savage Arms Corp. Lawn Mower Div., 1-2-3-4-6	Westfield, Mass
Sensation Mower Inc., 1-2-3-4	7577 Burlington, Ralston, Neb
Sentry Mfg. Co. Sub. Locke Stove Co., 2-4	114 W 11th St. Kansas City 5, Mo
Southland Mower Co. Inc., 1-2-3-4	29 N Division St. Selma, Ala
Stearns Power Mowers, 1-2-3-4	7530 Forsyth, St Louis 5, Mo
Sunbeam Corp., 1-2	5600 Roosevelt Rd. Chicago 50, Ill
Sycamore Mfg. Co., 1-2-3-4	Genoa, Ill
Toro Mfg. Corp., 1-2-3-4-5	3042 Snelling Ave. S, Minneapolis 6, Minn
Wayne Home Equipment Co. Inc., 1-2-3-4-6	801 Glasgow Ave. Ft. Wayne 4, Ind
Wind-King Electric Mfg. Co., 1-2-4	Merrill, Iowa
Wisconsin Marine Co., 3-4-6	Lake Hills, Wis
Yard-Man Inc., 1-2-4	1410 W Ganson St. Jackson, Mich
Yazoo Mfg. Co., 2-3-4	3607 Livingston Rd. Jackson, Miss

PLOWS, SNOW
1. BLOWER TYPE
2. PLOW TYPE

Almart Inc., 1	100 E Crystal Lake, Ill
Brocar, Inc., 1	1907 E 2nd, Wichita 2, Kan

Outdoor Power Equipment

Central Stamping & Mfg. Co., 2	900 S Division St. Polo, Ill
Cooper Mfg. Co., 2	410 S 1st Ave. Marshalltown, Iowa
Falls Products Inc., 2	125 Genoa St. Genoa, Ill
Gravely Tractors, 1-2	Dunbar, W Va
Heineke & Co. Inc., 1	426 S 5th St. Springfield, Ill
Homelite Div. Textron Inc., 2	Portchester, NY
Jacobsen Mfg. Co., 1-2	747 Washington Ave. Racine, Wis
Jari Products Inc., 1	2938 Pillsbury Ave. Minneapolis, Minn
Lazy Boy Lawn Mower Co. Inc., 1-2	1315 W 8th St. Kansas City, Mo
Lekson Products, 1	Johnstown, Pa
Moore Tractor Inc., Tom, 1-2	Mantua, Ohio
Moto-Mower Inc. Subsidary Dura Corp., 1	625 S G. Richmand, Ind
Motor Wheel Corp. Consumer Prods. Div., 1	509 S Poplar St. LaGrange, Ind
New Monarch Machine & Stamping Div. Western Tool & Stamping Co., 1	Des Moines, Iowa
Outboard Marine Corp. Engines & Equipment Div., 1-2	600 Pershing Rd. Waukegan, Ill
Porter-Cable Machine Co., 2	700 Marcellus St. Syracuse 1, NY
Power Equipment Inc., 1-2	Box 427, Cicero, Ind
Propulsion Products Co., 6	215 S Park St. Port Washington, Wis
Propulsion Products Co., 1	215 S Park St. Port Washington, Wis
Quick Mfg. Inc., 2	Springfield, Ohio
Roto-Hoe & Sprayer Co., 1	Newbury, Ohio
Sensation Mower Inc., 1	7577 Burlington, Ralston, Neb
Toro Mfg. Corp., 1	3042 Snelling Ave. S, Minneapolis 6, Minn
Wisconsin Marine Co., 1	Lake Hills, Wis

RAKES, *POWER*

Jacobsen Mfg. Co	747 Washington Ave. Racine, Wis

ROLLERS, *LAWN, POWER*

Porter-Cable Machine Co	700 Marcellus St. Syracuse 1, NY
Rowco Mfg. Co. Inc	48 Emerald St. Keene, NH

SAWS, *CHAIN*
1. ELECTRIC
2. GASOLINE

Almart Inc., 1	100 E Crystal Lake, Ill
Electro Eng. Products Co. Inc., 1	609 W Lake St. Chicago 6, Ill
Falls Products Inc., 2	125 Genoa St. Genoa, Ill
Heineke & Co. Inc., 2	426 S 5th St. Springfield, Ill
Homelite Div. Textron Inc., 2	Portchester, NY
Lancaster Pump & Mfg. Co. Inc., 2	Lancaster, Pa
McCulloch Corp., Los Angeles Div., 2	6101 W Century Blvd. Los Angeles 45, Cal
Mitchell Mfg. Co. Inc., 2	913 Broadway, Monett, Mo
Mono Mfg. Co., 2	540 E Commercial, Springfield, Mo
Outboard Marine Corp. Engines & Equipment Div., 2	600 Pershing Rd. Waukegan, Ill
Pioneer Saws Div. Outboard Marine Corp., 2	Waukegan, Ill
Porter-Cable Machine Co., 1	700 Marcellus St. Syracuse 1, NY
Propulsion Products Co., 2	215 S Park St. Port Washington, Wis

SPREADERS
1. ATTACH. FOR MOWER
2. INDEPENDENT UNITS

Central Stamping & Mfg. Co., 1-2	900 S Division St. Polo, Ill
Great Lakes Tractor Co., The, 1	Rock Creek, Ohio
Homelite Div. Textron Inc., 1	Portchester, NY
Moto-Mower Inc. Subsidary Dura Corp., 1-2	625 S G. Richmand, Ind
Rototiller Inc. Sub. Porter-Cable Machine Co., 1	Box 19, Syracusa, NY

SWEEPERS, *LAWN, POWER*

Desert Ray Products Inc	201 International Rd. Garland, Tex
Moto-Mower Inc. Subsidary Dura Corp	625 S G. Richmand, Ind
Porter-Cable Machine Co	700 Marcellus St. Syracuse 1, NY

TILLERS AND CULTIVATORS, *POWER*

Aircapitol Mfg. Co. Inc	1618 S Mead, Wichita 11, Kan
Almart Inc	100 E Crystal Lake, Ill
Central Stamping & Mfg. Co	900 S Division St. Polo, Ill
Dille & McGuire Mfg. Co	Richmond, Ind
Durite Corp. Inc	Box 352, Iola, Kan
Falls Products Inc	125 Genoa St. Genoa, Ill
Gravely Tractors	Dunbar, W Va
Heineke & Co. Inc	426 S 5th St. Springfield, Ill
Jacobsen Mfg. Co	747 Washington Ave. Racine, Wis
Jari Products Inc	2938 Pillsbury Ave. Minneapolis, Minn
Keen Mfg. Co	222 W 3rd, Kansas City, Mo
Lawncraft Mfg. Corp	Hoffman, Ill
Mitchell Mfg. Co. Inc	913 Broadway, Monett, Mo
Mono Mfg. Co	540 E Commercial, Springfield, Mo
Moore Tractor Inc., Tom	Mantua, Ohio
Moto-Mower Inc. Subsidary Dura Corp	625 S G. Richmand, Ind
New Monarch Machine & Stamping Div. Western Tool & Stamping Co	Des Moines, Iowa
Outboard Marine Corp. Engines & Equipment Div	600 Pershing Rd. Waukegan, Ill
Porter-Cable Machine Co	700 Marcellus St. Syracuse 1, NY
Propulsion Products Co	215 S Park St. Port Washington, Wis
Quick Mfg. Inc	Springfield, Ohio
Roto-Hoe & Sprayer Co	Newbury, Ohio
Rototiller Inc. Sub. Porter-Cable Machine Co	Box 19, Syracuse, NY
Wayne Home Equipment Co. Inc	801 Glasgow Ave. Ft. Wayne 4, Ind
Yazoo Mfg. Co	3607 Livingston Rd. Jackson, Miss

TRACTORS, *GARDEN*

Almart Inc	100 E Crystal Lake, Ill
Falls Products Inc	125 Genoa St. Genoa, Ill
Gravely Tractors	Dunbar, W Va
Homelite Div. Textron Inc	Portchester, NY
Jacobsen Mfg. Co	747 Washington Ave. Racine, Wis
McDonough Power Equipment Inc	McDonough, Ga
Moore Tractor Inc., Tom	Mantua, Ohio
Outboard Marine Corp. Engines & Equipment Div	600 Pershing Rd. Waukegan, Ill
Panzer Products Inc	1010 E Main St. Waynesboro, Va
Porter-Cable Machine Co	700 Marcellus St. Syracuse 1, NY
Propulsion Products Co	215 S Park St. Port Washington, Wis
Quick Mfg. Inc	Springfield, Ohio
Roths Industries Inc	Alma, Mich
Rototiller Inc. Sub. Porter-Cable Machine Co	Box 19, Syracuse, NY
Simplicity Mfg. Co	336 Spring St. Port Washington, Wis

TRIMMERS, *POWER*
1. GRASS, ELECTRIC
2. GRASS, GASOLINE
3. GRASS, WATER-POWERED
4. HEDGE, ELECTRIC
5. HEDGE, GASOLINE
6. HEDGE, WATER-POWERED

Black & Decker Mfg. Co., 1-4	Towson 4, Md
Central Stamping & Mfg. Co., 1-4	900 S Division St. Polo, Ill
Dormeyer Corp., 4	5610 W Bloomingdale, Chicago 39, Ill
Jacobsen Mfg. Co., 2	747 Washington Ave. Racine, Wis
Lazy Boy Lawn Mower Co. Inc., 2	1315 W 8th St. Kansas City, Mo
Little Wonder Inc. Schiller-Pfeiffer Inc., 1-4	1028 Street Rd. Southampton, Pa
Orr Co. Inc., J. A., 1-4	10019 S Western Ave. Chicago 43, Ill
Outboard Marine Corp. Engines & Equipment Div., 2	600 Pershing Rd. Waukegan, Ill
Porter-Cable Machine Co., 1-4	700 Marcellus St. Syracuse 1, NY
Power Equipment Mfg. Corp., 1-2	5912 SW, 12th St. W Hollywood, Fla
Rowco Mfg. Co. Inc., 2	48 Emerald St. Keene, NH
Ruhmann Mfg. Co., G. E.	Schulenberg, Tex
Sensation Mower Inc., 1-2	7577 Burlington, Ralston, Neb
Stanley Power Tools, Div. of The Stanley Works, 1	480 Myrtle St. New Britain, Conn
Sunbeam Corp., 4	5600 Roosevelt Rd. Chicago 50, Ill
Yazoo Mfg. Co., 2	3607 Livingston Rd. Jackson, Miss

ENGINE AND STARTER MANUFACTURERS

Briggs & Stratton Corp Gasoline Engines.	2711 N 13th St. Milwaukee 1, Wis
Clinton Engines Corp Gasoline Engines.	Maquoketa, Iowa
Homelite Div. Textron Inc Gasoline Engines.	Portchester, NY
Jacobsen Mfg. Co Gasoline Engines.	1721 Packard Ave. Racine, Wis
Lauson-Power Products Engine Div., Tecumseh Products Co Gasoline Engines.	New Holstein, Wis
Outboard Marine Corp Gasoline Engines.	600 Pershing Rd. Waukegan, Ill
Pioneer Gen-E-Motor Gasoline Engines.	5841 W Dickens Ave. Chicago, Ill
Tiffany Inc Starters.	3333 E Tenth St. Rock Falls, Ill

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

WE SAY IT

Westinghouse, in partnership with its dealers, makes this promise to the American consumer:

OUR PLEDGE
to this community

We, your Westinghouse retailer and the Westinghouse Electric Corporation, in Partnership, pledge to this community... quality products...prompt, dependable service...fairness and honesty in our business relations with you.

Vice President, Westinghouse Electric Corp. — Westinghouse Retailer

...AND WE

Westinghouse and its dealers intend to put real teeth into the words, "Quality," "Honesty," and "Fairness" ...to back them with the most comprehensive program of revitalization ever undertaken by a manufacturer.

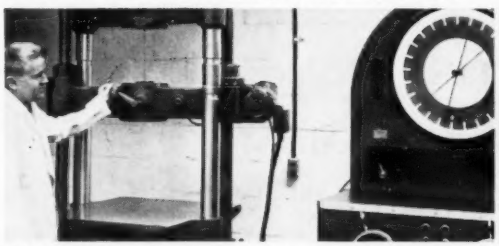
THIS IS OUR PROGRAM:

FOR BETTER RETAIL RELATIONS

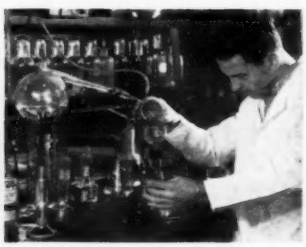


THE NATIONAL DEALER COUNCIL, representing all Westinghouse dealers, keeps the factory in constant touch with the changing needs of retailers and the buying public. This nine-man council meets regularly with Westinghouse to help create products that sell . . . to help design promotions that do a job . . . that help build customer relations . . . that will give Westinghouse Dealers the best possible break in a highly competitive business.

FOR A BETTER PRODUCT



CHECKING to maintain the highest quality control has always been our policy. But in 1961 major appliances will be subjected to the most intensive quality controls ever used at Westinghouse.



IMPROVING appliances through product research is a never ending job at Westinghouse.

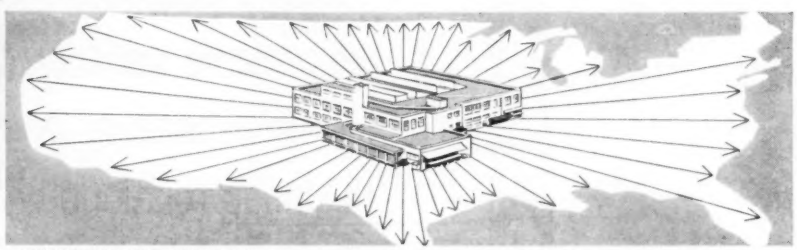


DOUBLE CHECKING is done in the independent laboratories of the Good Housekeeping Institute. Its seal is your customers' assurance of quality.

FOR BETTER SERVICE

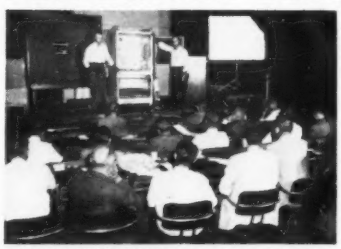


A DEALER'S REPUTATION is only as good as the service he provides. And in the future Westinghouse will continue to improve this service through better training techniques.



CUSTOMER SATISFACTION must be assured through fast parts supply as well as good dealer service. To make sure Westinghouse dealers are adequately equipped to give the fastest possible service, Westinghouse has recently established three national parts depots across the country to make this customer satisfaction possible.

FOR BETTER SELLING



BETTER SALESMEN are made at Westinghouse Training Centers. They get intensive training planned by top industry sales people.

STARTS JULY 14TH

Westinghouse Preview Theater

POWERFUL ADVERTISING SUPPORT for dealers. It's the beginning of the biggest push in Westinghouse history. There's an exciting new weekly TV series, and heavy schedules of key city newspaper advertising.



BIG, EXCITING PROMOTIONS are planned for 1961. And they're the kind that sell. They'll be endorsed by the National Dealer Council.

MEAN IT

PLUS...A LONG-NEEDED "MUST"!

APPLIANCE DEALERS ON TV

THEY'LL BUILD PRESTIGE FOR THE INDUSTRY ON A HISTORY-MAKING NATIONAL TV SERIES.

For the first time in the history of the appliance industry, a manufacturer is spending a million dollars to strengthen acceptance and confidence for its dealers...not just to advertise itself or its products.

In 1961 there'll be 21 full-minute commercials that tell customers about the Westinghouse Dealer. There's never been anything like this in the business... a nation-wide TV platform from which the dealer can speak directly to 30 million customers about his service, his policies, his end of the business. You can be sure... if it's Westinghouse.

Your local Westinghouse Distributor has full details on the most exciting and progressive retail program in the appliance industry. Call him, or write Dealer Development Dept., Mansfield, Ohio.

Westinghouse

HOTPOINT IS

$8,000,000 NEW FOR '61

Hotpoint spent $8,000,000 in engineering and tooling to give dealers a 1961 line packed with important new selling features... a line specially designed to meet the close competition predicted for this year. It was actually the biggest investment in a new line in Hotpoint's history—at a time when other manufacturers were settling for just a face lift.

Every model was carefully planned to offer more value, more quality—and more sales appeal. And, Hotpoint followed through with aggressive merchandising programs to help promote, demonstrate and sell this hot new line. See all the new $8,000,000 features... sell the line that's $8,000,000 new for '61—Hotpoint!



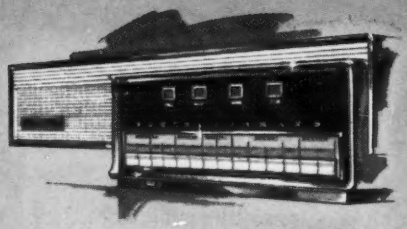
NEW HIGH SPEED 3-IN-1 CALROD® SURFACE UNIT

- New 3200-watt Calrod® has over 20% more wattage than previous speed unit. Heats so fast you'll scarcely believe it. One 3200-watt unit on Custom Crest models.
- Unit has automatic thermostat, too, plus choice of small, medium and large heat patterns to fit the pan.
- '61 range line has complete selection of 30" and 40" models for every market.



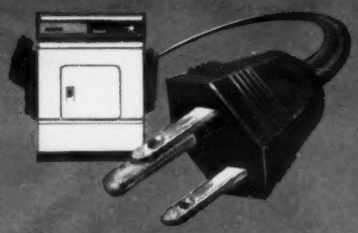
18 CU. FT. OF NO-FROST STORAGE IN THE FLOOR SPACE OF A "12"

- Wonderwall insulation is only half as thick—adds interior space side to side, top to bottom, front to back.
- Hotpoint's more efficient No-Frost system automatically gets rid of frost in both refrigerator and freezer, ends frost build-up.
- '61 refrigerator line also includes 4 new Compact models only 28" wide in single zone and 2-door combinations.



ALL-PUSHBUTTON TOUCH COMMAND WASHING

- Touch one button to get the right wash and rinse times, water temperatures, wash and spin speeds for any washable—no dials, no guesswork.
- New Free-Span control panel.
- Bleach dispenser, underwater lint filter.
- Every '61 Hotpoint washer tub and cabinet is all-porcelain inside and out for greater protection against rust.



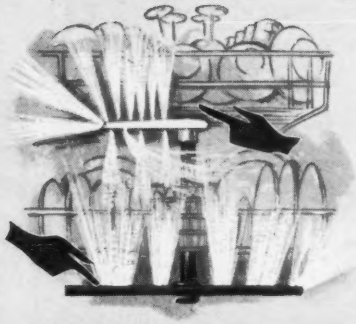
FASTEST 115-VOLT DRYING IN HISTORY

- New Speed-Flow design gives fast, efficient drying on 115-volts for the first time ever. Saves on installation, makes selling easier.
- New faster, cooler, safer drying on 230 volts, too.
- True automatic shut-off "senses" when clothes are dry. No timer to set.
- '61 dryer line includes wide range of 115-volt and 230-volt models.



NEW BUILT-IN RANGE FOR COMPACT KITCHENS

- Offers deluxe built-in cooking in only 30" — saves space. (24" model also available)
- Priced lower than separate oven and cook-top, costs less to install — saves about $100.
- Twin control towers have pushbuttons for surface units, automatic oven timer.
- Brushed chrome top, 7 door finishes.
- Also complete line of built-in ovens and surface units for 24" and 30" cabinets.



DUAL-JET SPRAY ACTION WASHES DISHES WITH 2 "HANDS"

- Busy fingers of surging water from two rotors give separate washing action for each rack.
- Cleans dishes, pans and silver as no "1-hand" system can.
- Four separate washing cycles offer complete flexibility for all loads.
- '61 dishwasher line includes built-ins and convertible mobiles.

PLUS

- Food freezers in upright and chest models.
- Air conditioners in 115- and 230-volt models.
- Water heaters with new glass lining.
- Disposall® food waste disposers.

Hotpoint

MODERNIZATION HOME LIVE BETTER ELECTRICALLY

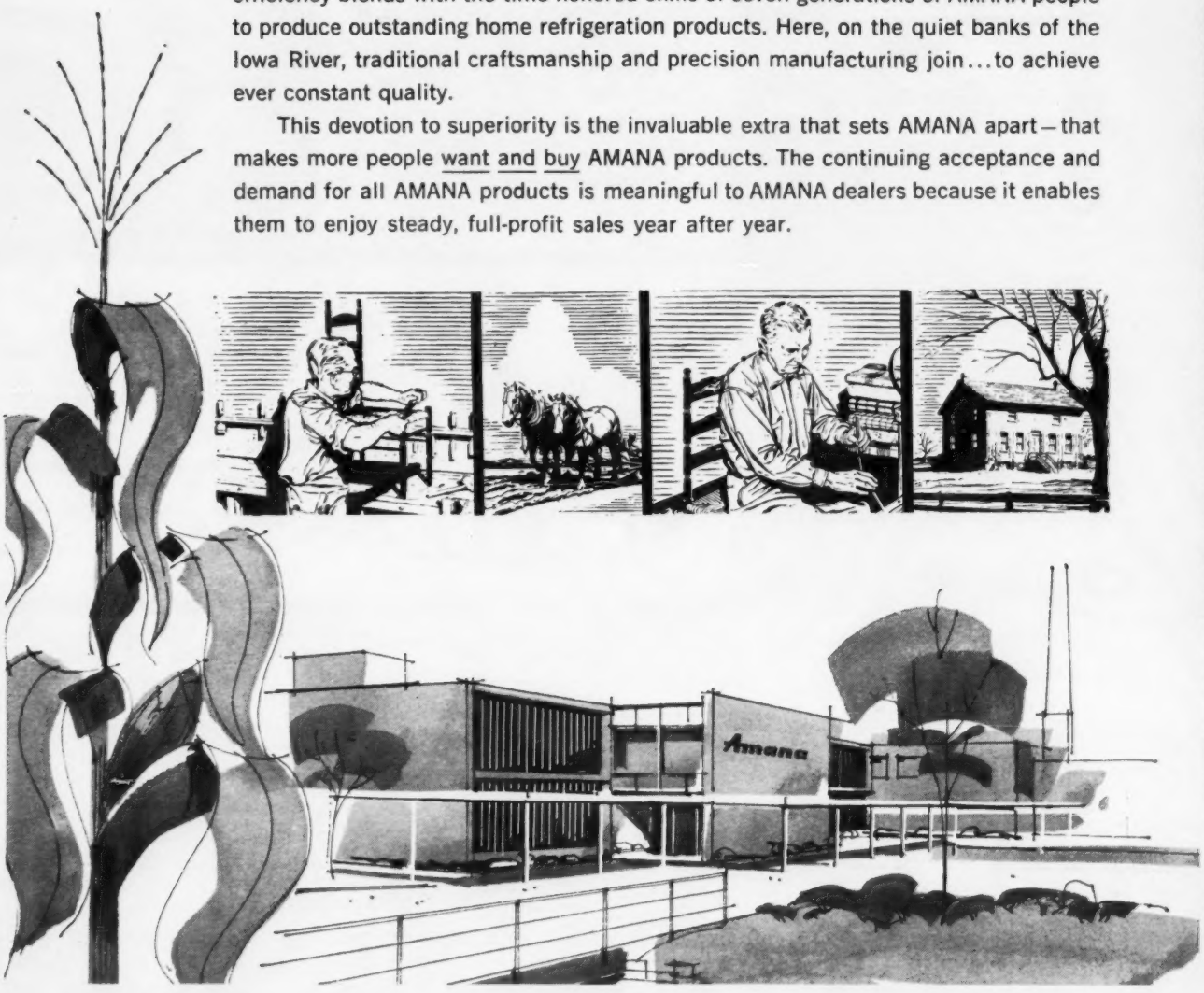
5600 West Taylor Street • Chicago 44, Illinois

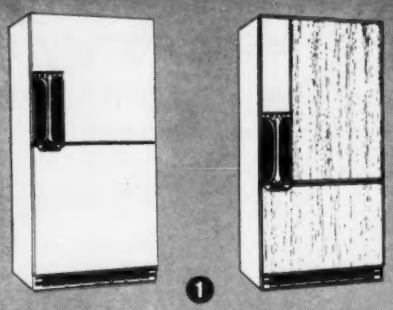
A Division of General Electric Company

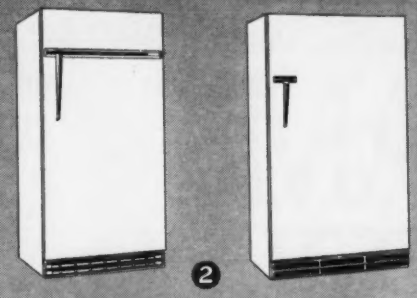
Only *Amana*® has a hundred-year Heritage of Quality

AMANA is the name of seven villages and the people in them, freedom-loving craftsmen who first settled this community over a century ago. Here you still find hand-loomed woolens, hand-wrought furniture, richly fertile farmlands . . . the fragrant aroma of burning hickory logs still rising from the smokehouses. Here, too, is Amana Refrigeration, Inc., world's leading manufacturers of food freezers. Here twentieth-century efficiency blends with the time-honored skills of seven generations of AMANA people to produce outstanding home refrigeration products. Here, on the quiet banks of the Iowa River, traditional craftsmanship and precision manufacturing join . . . to achieve ever constant quality.

This devotion to superiority is the invaluable extra that sets AMANA apart – that makes more people want and buy AMANA products. The continuing acceptance and demand for all AMANA products is meaningful to AMANA dealers because it enables them to enjoy steady, full-profit sales year after year.









Amana® OFFERS THE FEATURES, VALUE AND SELECTION THAT SELL!

1 AMANA FREEZER-plus-REFRIGERATORS

All nine models combine a family-size refrigerator with a full-size genuine Amana freezer. All have exclusive Amana Contact Freezing. Free-O'-Frost models have Amana's remarkable Frost Magnet that prevents frost from ever forming. Free-O'-Frost models also available with Amana automatic ice-makers!

2 FAMOUS AMANA FREEZERS

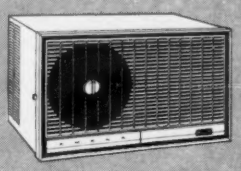
Amana Free-O'-Frost Freezers with Frost Magnet that ends defrosting forever – and Contact Freezing that's up to 2½ times faster than ordinary methods.

Amana Stor-Mor Freezers – America's most-wanted freezer because it has exclusive Amana Contact Freezing and Stor-Mor door that holds more than a month of meals!

Amana Deluxe Freezers with Amana Contact Freezing. All food is on or directly below a prime freezing surface to stay fresher, safer, longer. There are 3 popular sizes for every family and budget.

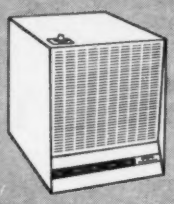
3 DEEPFREEZE HOME FREEZERS —made only by Amana

The most famous name in chest-type freezers . . . and they're made only by Amana! Improved design makes Deep-freeze Home Freezers 18% bigger inside, no bigger outside, with no sacrifice in insulation. Zero-wall construction wraps food in constant cold. Choice of 3 sizes to fit any family need.



4 AMANA ROOM AIR CONDITIONERS

Amana offers quality-built, feature-packed Room Air Conditioners for every type and size of home or small business. There are 24 models ranging from 6600 to 23,000 BTU cooling capacity for every possible installation—including units that heat as well as cool! All offer full power performance, quiet operation, and 4-way rust protection for longer life.



5 AMANA DEHUMIDIFIERS

Amana Portable Dehumidifiers outperform all others by removing more moisture from the air at a lower watt input! They are better built for peak efficiency, capacity, performance. Automatic Humidistat turns unit off and on as needed to maintain desired humidity.

AMANA CENTRAL SYSTEM AIR CONDITIONING AND HEAT PUMPS

Provides clean, safe, economical service. Available with an Amana Heat Pump to make a single unit that will provide automatic whole-house heating in winter, cooling in summer! Full range of sizes for every home requirement.

For details on a truly valuable franchise, see your nearest Amana distributor or write to

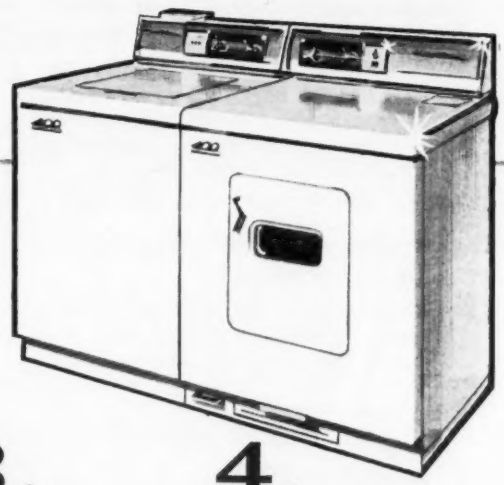
Amana
BACKED BY A CENTURY-OLD TRADITION OF FINE CRAFTSMANSHIP

AMANA REFRIGERATION, INC.
AMANA 16, IOWA



Symbol of Your Greatest Selling Opportunity...

. . . the famous Hamilton "woman-on-the-stairs" symbolizes the untold millions of women who are prime prospects for the Hamilton *quality sales appeal.*



Hamilton

delivers the FOUR QUALITY BENEFITS most women want most in automatic dryers.

1. **CONTROLLED "NATURAL" DRYING** — exclusive Twin Air Streams combine sun-like heat and fresh, clean "breeze," drying clothes soft and fluffy.

2. **GENTLE TUMBLING**—within satin-smooth, snag-free drum, protects sheerest, most delicate garments.

3. **"HUSHED" DRYING**—so quiet you'll hardly realize it's running. No rattle, no grind, no loud hum.

4. **SERVICE-FREE DEPENDABILITY**—more than a million satisfied owners have made this America's "most wanted" dryer.

Hamilton Manufacturing Company, Two Rivers, Wisconsin

YOUR *Hamilton*
DISTRIBUTOR IS LISTED HERE . . .

get in touch with him now about the sales opportunities in your locality

ARIZONA
ARIZONA HARDWARE COMPANY
47 E. Jackson St., Phoenix
Tel: ALpine 8-5331

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DELTA APPLIANCE DISTRIBUTORS, INC.
7530 Fay Ave., La Jolla, Tel: GL 9-2907
H. R. BASFORD COMPANY
3320 Leonis St., Los Angeles
Tel: LUdlow 1-6258
H. R. BASFORD COMPANY
235 15th St., San Francisco
Tel: MArket 1-8545

COLORADO
W-F DISTRIBUTING CO.
1231 Wazee St., Denver
Tel: KEystone 4-1366

FLORIDA
SYLVANIA HOME ELECTRONICS CORP.
718 Bugbee St., Jacksonville
Tel: EXbrook 8-7577

GEORGIA
HOPKINS EQUIPMENT COMPANY
418 West Peachtree St., N. W., Atlanta 8
Tel: JAckson 3-6031

ILLINOIS
THE SAMPSON COMPANY
2244 South Western Ave., Chicago 8
Tel: VIrginia 7-6363
YEOMANS DISTRIBUTING COMPANY
401 N. E. Rock Island Ave.
P. O. Box 1017, Peoria, Tel: 683-7631

INDIANA
PEERLESS ELECTRIC SUPPLY CO.
1401 Stadium Drive, Indianapolis 7
Tel: MElrose 5-2361
MIDWEST SALES & SERVICE, INC.
1515 Prairie Ave., South Bend 14
Tel: ATlantic 7-3365

IOWA
F. E. DAVIDSON COMPANY
318-320 East Second St., Davenport
Tel: 324-5288
G. W. ONTHANK COMPANY
2701 Onthank Drive, Des Moines 13
Tel: CH 3-8165

KANSAS
MID-WEST MOTOR PARTS, INC.
151 North Waco, Wichita, Tel: AM 7-5355

KENTUCKY
BIRCH DISTRIBUTORS, INC.
332 13th St., Ashland, Tel: EAst 4-4165
VACHCO, INC.
121 No. 10th St., Louisville
Tel: JUniper 3-3819

LOUISIANA
HICKS DISTRIBUTING COMPANY, INC.
519 No. Olympia St., New Orleans 19
Tel: HUnter 8-3742

MAINE
NORTHEASTERN SUPPLY COMPANY
134 South Main St., P.O. Box 436, Caribou
Tel: GY 6-6083

MASSACHUSETTS
THE BOYD CORPORATION
33 Moulton St., Cambridge 38
Tel: UNiversity 8-6800
GLENWOOD RANGE COMPANY
300 West Water St., Taunton
Tel: VAndyke 4-5811

MICHIGAN
PENINSULAR DISTRIBUTING CO.
3146 E. Jefferson Ave., Detroit 7
Tel: LOrain 7-7202
REPUBLIC DISTRIBUTING COMPANY
19 LeGrave Ave., Grand Rapids
Tel: GLendale 9-4214
NORTHERN SUPPLY CO., APPLIANCE DIV.
1840 N. Michigan Ave., Saginaw
Tel: PLeasant 5-3931

MINNESOTA
THE FORSTER COMPANY
1000 Turners Crossroad S., Minneapolis 16
Tel: LIberty 5-3711

MISSOURI
INTERSTATE DISTRIBUTORS, INC.
806 West 14th St., Kansas City 5
Tel: VIctor 2-7361
DISCO DISTRIBUTING COMPANY
5040 Arsenal, St. Louis 39
Tel: TOwnsend 5-0900

MONTANA
APPLIANCE MART
Box 1775, Billings, Tel: CHerry 5-4494

NEBRASKA
K. K. COMPANY, INC.
1523 Marcy St., Omaha 8, Tel: 34 6 6720

NEVADA
WORTHEN'S
2820 Fremont St., Las Vegas, Tel: DU 4-4644

NEW JERSEY
IGOE BROTHERS, INC.
35 Halsey St., Newark 2, Tel: MArket 4-2000

NEW MEXICO
CUNNINGHAM DISTRIBUTING, INC.
615 Haines, N. W., Albuquerque
Tel: CHapel 7-8838

NEW YORK
PIRMACS DISTRIBUTORS
39 Pearl Street, Buffalo 2
Tel: MA 8250
IGOE BROTHERS, NEW YORK CORP.
437-53 Eleventh Ave., New York 18
Tel: LOngacre 5-0235
GILBERT DISTRIBUTING, INC.
2160 East Main St., Rochester 9
Tel: HUbbard 2-2150
BALDWIN-HALL COMPANY
519 Erie Boulevard, E., East Syracuse
Tel: CR 6-7437

NORTH DAKOTA
O'DAY EQUIPMENT, INC.
2500 Main Ave., Fargo, Tel: ADams 5-6631

OHIO
THE JOHNSON ELECTRIC SUPPLY CO.
317-323 Sycamore St., Cincinnati 2
Tel: GArfield 1-3700
TECCA DISTRIBUTING COMPANY
1825 East 40th St., Cleveland 3
Tel: HEnderson 2-1040
LUETHI & WELCH, INC.
73 East Naghten St., Columbus 15
Tel: 228-6885
V. J. MC GRANAHAN, INC.
1415 Stanley Ave., Dayton 4
Tel: BA 4-9623
MC GRANAHAN DISTRIBUTING CO.
P. O. Box 1036
1920 North 13th St., Toledo 2
Tel: CHerry 3-5266-7-8

OREGON
DEAN DISTRIBUTING COMPANY, INC.
P. O. Box 2387
139 S. E. Taylor St., Portland 14
Tel: BEImont 4-6629

PENNSYLVANIA
RAUB SUPPLY COMPANY
James and Mulberry Sts., Lancaster
Tel: EX 7-6221
ELLIOTT-LEWIS CORPORATION
120 South 30th St., Philadelphia 4
Tel: BAring 2-4300
J. A. WILLIAMS COMPANY
401 Amberson Ave., Pittsburgh 6
Tel: MUseum 1-5500

SOUTH DAKOTA
L. C. LIPPERT COMPANY
506 South Cliff Ave., Sioux Falls
Tel: EDison 4-7577

TENNESSEE
HARRY JOHNSON, INC.
2178 Central Ave., Memphis 4
Tel: BRoadway 4-3171

TEXAS
PRICE SUPPLY COMPANY
400 N. E. 2nd St., Amarillo
Tel: DRake 2-6738
CUNNINGHAM DISTRIBUTING, INC.
2225 Mills Ave., El Paso
Tel: KEystone 3-6994
PERKINS DISTRIBUTING COMPANY
4019 LaBranch St., Houston 4
Tel: JAckson 2-0622

UTAH
WALTER B. LLOYD COMPANY
276 West First, South, Salt Lake City 1
Tel: EM 3-3825

VIRGINIA
MITCHELL-POWERS HARDWARE CO.
24-26 Moore St., Bristol, Tel: NOrth 9-5136

WASHINGTON
F. B. CONNELLY COMPANY
1015 Republican St., Seattle 9
Tel: MAin 4-4155

WEST VIRGINIA
ESKEW, SMITH & CANNON
Box 1626, Charleston 26
Tel: DIckens 2-1171

WISCONSIN
TRYMAN DISTRIBUTORS, INC.
3205 W. Burleigh St., Milwaukee
Tel: UPtown 3-6050

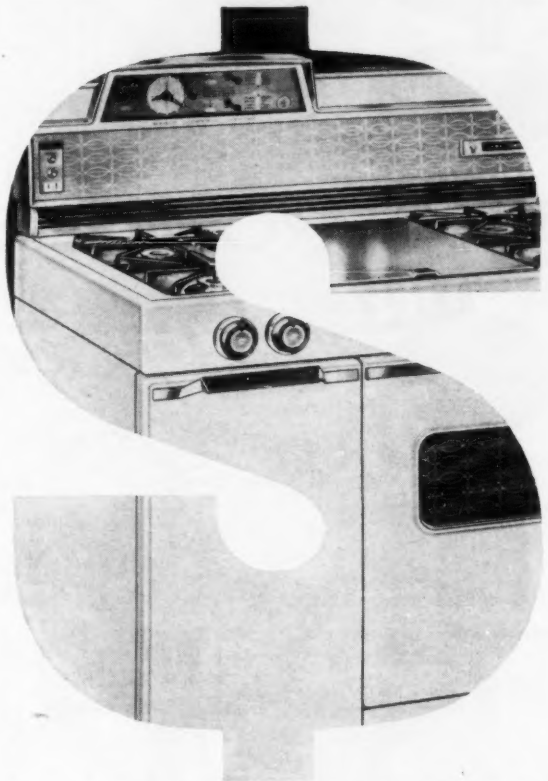
WASHINGTON, D. C.
AMERICAN WHOLESALERS
5th & W. Sts., N. E., Washington
Tel: ADams 2-1414



more than ever before
you'll move up with
Hamilton

nothing succeeds like
MAGIC CHEF OPERATION SUCCESS
and here's another reason why . . .

MAGIC CHEF'S FULL DEALER MARK-UP!!



Magic Chef sales are profitable sales. Magic Chef dealers receive full mark-up on every model from the starting numbers to the top of the line. For profitable range volume, wire or write Magic Chef, Inc., Cleveland, Tennessee.

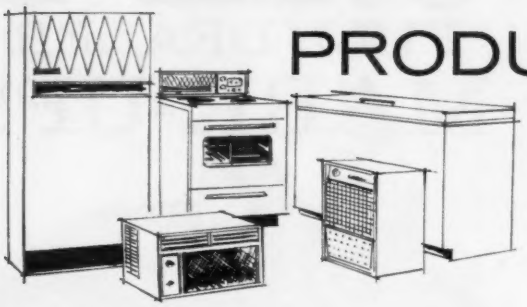
Magic Chef dealers are moving ranges—profitably. Are you?

MAGIC CHEF®
CLEVELAND, TENNESSEE

For further information, use Readers' Service Cards, pp. 243–246

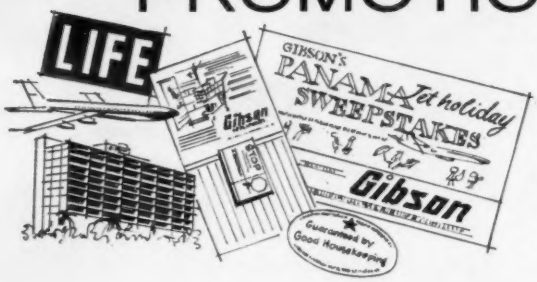
THIS IS GIBSON

PRODUCTS



Frost-Clear Refrigerators and Freezers, Exclusive "freezerless" Market Master. Electric Ranges. Air Conditioners and Dehumidifiers. Competitively priced for appliance Dealers to sell at a profit.

PROMOTIONS



Positive promotions that create business for Gibson Dealers. "Panama Jet Holiday Sweepstakes – M-Day in LIFE – Jaunt to Jamaica – Help Stamp Out Frost." Business boosters designed to sell products *through* you, not to you.

PEOPLE



People like *you.* Independent Dealers, in business for a profit. Dealers who recognize the need for competitive pricing, the dangers of profit-less pricing. If you are this type of businessman, chances are you are already a Gibson Dealer. If not, see your Gibson Distributor.

you deserve a profit, get one with...

Gibson

Gibson Refrigerator Sales Corporation, Greenville, Michigan, Subsidiary of HUPP Corporation.

REFRIGERATORS • FREEZERS • ELECTRIC RANGES • AIR CONDITIONERS • DEHUMIDIFIERS

From the makers of the World's first Automatic Washers come

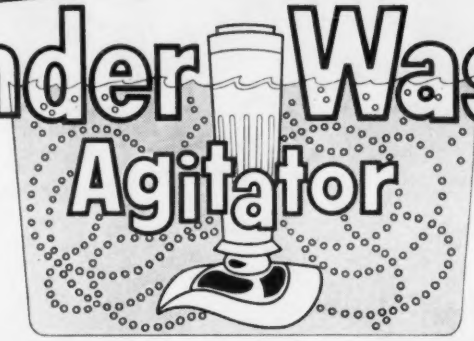
THE ALL NEW 1962 PHILCO-Bendix 12-lb. Automatics

with PATENTED

Wonder Wash Agitator



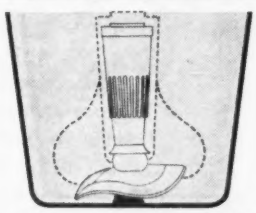
MODEL W-226



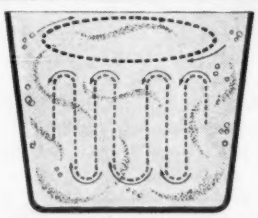


Washes Largest Loads Cleanest —gets even 12-lb. Loads Cleaner than any other Automatic Washer —and saves UP TO 10 GALLONS of water!

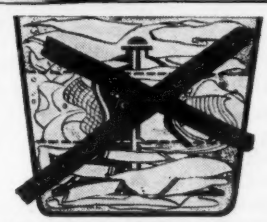
Amazing *Wonder-Wash Agitator* harnesses the full power of water in motion to create the "cleaningest" yet gentlest washing action in laundry history. Washes even 12-lb. loads more than 8% cleaner than any other automatic washer. Yet it *saves up to 10 gallons of water* on some loads! *Only Philco* has the Wonder-Wash Agitator. It's *Patented!*



GIVES MORE USABLE ROOM IN THE TUB. No blades to take up room or stifle washing action. Clothes move all around tub, get *really* clean.



PUTS MORE CLEANING POWER IN WASH WATER. Water currents move *through clothes* 600 times a minute; gives ten times the cleaning power.



GOOD-BYE OLD-FASHIONED AGITATOR. Gone forever are blades that stifle washing action. No more "slow motion" zones that don't get dirt out.

PLUS:

• 8 Cycles, 2 Speeds • Push Button Programming • 2 Soak Cycles • Automatic Water Saver • Fluorescent Lighted Controls • Patented Ball Point Balance

PHILCO®

Famous for Quality the World Over



Make extra profit on every clothes dryer you sell– with FLEX-VENT® Kits

Improved flameproof construction! Promotion materials to help you sell it!

Now's your chance to make extra profit — selling Flex-Vent Kits. Every clothes dryer owner is a prospect!

Flex-Vent protects woodwork, wallpaper and paint against damage due to heat, lint, moisture. And . . . records show vented dryers need fewer service calls.

Today's Flex-Vent Kit has a ruggeder-than-ever aluminum hood. It's made of a special aluminum alloy to give 25% greater stiffness! The porcelain-white flexible tubing in the Flex-Vent Kit is moisture-proof, guaranteed not to rust. It's *flameproof*, too — assuring greater customer protection.

Flex-Vent comes in complete kits — containing tubing, hood, and clamps — designed for fast, easy installation. Bulk parts and all-aluminum kits are also available.

And Flex-Vent gives you the promotion materials you need to help sell dryer venting equipment!

Don't miss out on this profit-making opportunity! Get in touch with your parts jobber or distributor today.

Flexible Tubing Corporation

GUILFORD, CONNECTICUT

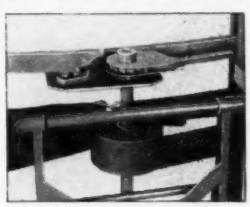
Anaheim (Los Angeles) • Hillside (Chicago)



MOVE 'EM EASIER WITH Escort APPLIANCE TRUCKS



Now With New Ratchet Strap Tightener And Automatic Strap Recoil!



Regardless of shape, size or weight, you can move appliances easier, faster, more economically with the ESCORT! The new Ratchet Assembly quickly tightens straps around load. When loosened, straps automatically rewind themselves in a neat coil. ESCORT'S famous Roller Bearing Crawler lets you roll — not lift — the heaviest loads over curbs, up and down steps. These time and labor-saving features are found only on the ESCORT.

SOLD ON A MONEY-BACK GUARANTEE!

WRITE TODAY FOR NAME OF YOUR DEALER

STEVENS
APPLIANCE TRUCK CO.
P. O. BOX 897 AUGUSTA, GEORGIA



How are your communications?

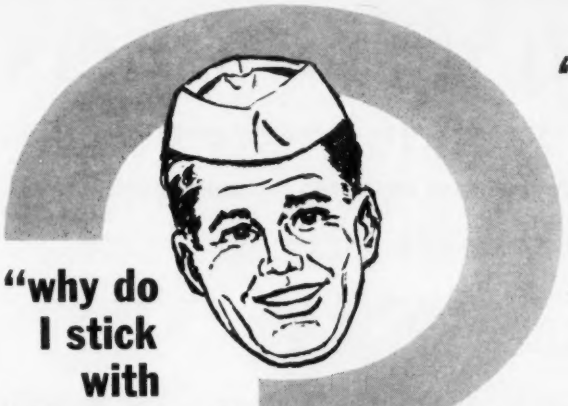
Have you tested your company publications lately? Do they really *work* for you? Today your entire operation is judged by each piece of literature you produce. If you have any doubt as to the impact of your vital communications, remember . . .

Communication is our business

TWS will write, design, and print your Instruction Manuals, Product Bulletins, Training Aids, Industrial Relations Literature, Annual Reports, Company Histories, etc. Save money and time. Let *our* staff be your staff for Technical and Business publications.

TECHNICAL WRITING SERVICE
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330 West 42nd Street, New York 36, N. Y.
Phone: LOngacre 4-3000

This service is available through ad agencies.



"why do I stick with Manitowoc?"

"I buy direct! I sell directly!"

Dealers like the extra benefits of Manitowoc direct-factory buying—the extra service of field warehouses for fill in orders—the availability of a *full* line of freezers, combinations and refrigerators to meet every prospect's need.

Customers like Manitowoc's "wrap-around" cold system—the fact that it does away with shelf frost and the danger-to-food and expense of continuous defrosting. They also like Manitowoc's smart, straight styling and the extra handiness of removable and adjustable shelves.

You'll like Manitowoc, too!

Write today for full specs and prices.



Manitowoc

MANITOWOC EQUIPMENT WORKS
Division of The MANITOWOC COMPANY, INC.
MANITOWOC, WISCONSIN

for the most complete line of evaporative air coolers . . . sell

WRIGHT AIR COOLERS

There's a Wright Air Cooler for every consumer purpose . . .

- Portable Models
- Window Models
- Duct Models
- Mobile Home Models
- Automobile Models

Each model is sales-engineered to include **all** the comfort features comfort-minded customers ask for. Wright's styling, quality and performance leadership make selling easier.

WRIGHT

MANUFACTURING COMPANY
2902 West Thomas Road • Box 11247
Phoenix 17, Arizona

Saves up to 1/2 hour *moving each appliance*

the YEATS appliance dolly



ideal for moving:

- ranges
- refrigerators
- water tanks
- washers, etc.

Yeats tough, yet featherweight, aluminum alloy frame is felt padded in front — has smooth runners in back that allow handlers to ease the heaviest loads over truck tailgates. Patented strap ratchet grips appliance vise tight without marring in 30 seconds or less. This on-in-a-flash loading plus on-a-dime wheel pivoting on stair landings and in other close quarters . . . save costly labor time on every appliance delivery. You'll find a YEATS dolly more than pays for itself! See your dealer or write direct!

CATERPILLAR STEP GLIDE

Endless rubber belts glide heavy loads over stairs without marring . . . end second story delivery problems. Curved cross members on frame fit rounded appliances.

YEATS "Everlast" COVERS & PADS

YEATS semi-fitted covers are made of tough water repellant fabric with adjustable web straps and soft, scratchless white flannel liners. All shapes and sizes—Write.



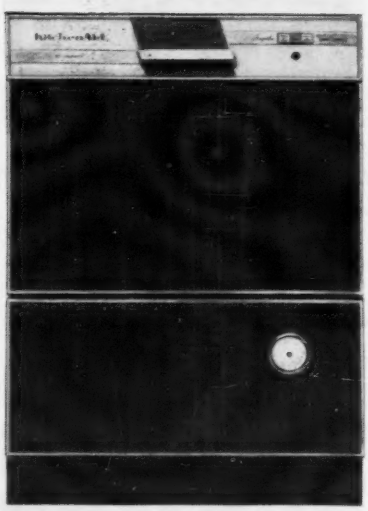
SEND postcard for full information on our complete line TODAY!

YEATS *appliance* dolly **sales company**
2127 N. 12th St. MILWAUKEE 5, WISCONSIN

New KitchenAid® dishwashers

for every kitchen...every budget

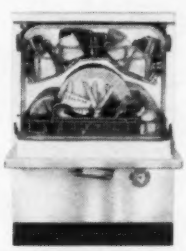
BUILT-IN • FREE-STANDING • DISHWASHER-SINK COMBINATION • CONVERTIBLE-PORTABLE • PORTABLE



All KitchenAid dishwashers bear the *Good Housekeeping Seal of Approval*, are commended by *Parents'*, and "Use-Tested" by *McCall's*.

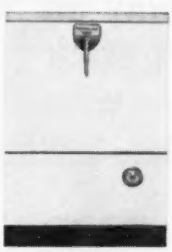
THREE GREAT SERIES

Superba VariCycle Push-button cycle selection, with "Rinse and Hold," "Full Cycle," and "Utility and Utensil Cycle." Double wash (or pre-rinse and single wash), triple rinse, and unique Flo-Thru drying. Dual Filter Guards. King-size capacity. Automatic detergent and rinsing agent dispensers. Vari-Front selection includes wood, or stainless steel, glowing coppers, white...or decorate to match walls, counters, fabrics. Traditional KitchenAid easy installation and long-life dependability.



IMPERIAL

New luxury look, with full Vari-Front selection, king-size capacity, double wash, triple rinse, single push-button control. Rinsing Agent Dispenser optional.



CUSTOM

Real value for the economy-minded. Same superior KitchenAid wash-and-dry system. Wide choice of finishes. Rinsing Agent Dispenser optional.

Not shown: *Top-loading portable.* Rolls from table to sink, connects to faucet in seconds. *Imperial Series Convertible-Portable.* Front-loading, converts easily to a built-in. Maple cutting top. Pump or gravity drain models. All pump drain dishwashers have built-in U-Tube.

KitchenAid® **the dishwasher of proven quality**

KitchenAid Home Dishwasher Division, The Hobart Manufacturing Co., Dept. KHGD, Troy, Ohio. In Canada: 175 George Street, Toronto 2.



How to keep informed on the "with what" part of your business

AT YOUR FINGER TIPS, issue after issue, is one of your richest veins of job information—advertising. You might call it the "with what" type—which dovetails the "how" of the editorial pages. Easy to read, talking your language, geared specifically to the betterment of your business, this is the kind of practical data which may well help you do a job quicker, better—save your company money.

Each advertiser is obviously doing his level best to give you helpful information. By showing, through the advertising pages, how his product or service can benefit *you* and *your* company, he is taking *his* most efficient way toward a sale.

Add up all the advertisers and you've got a gold mine of current, on-the-job information. Yours for the reading are a wealth of data and facts on the very latest in products, services, tools . . . product developments, materials, processes, methods.

You, too, have a big stake in the advertising pages. Read them regularly, carefully to keep job-informed on the "with what" part of your business.

McGRAW-HILL PUBLICATIONS

McGRAW-HILL FOR BUSINESS

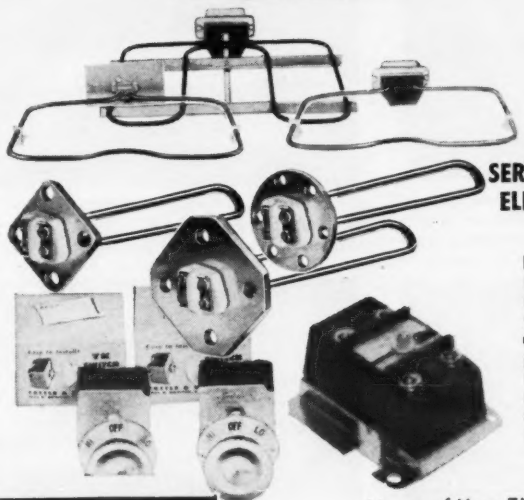
TUTTLE & KIFT DIVISION TK OF FERRO CORPORATION

YOUR COMPLETE *'One Stop'* REPLACEMENT LINE . . .

Lower INVENTORY Bigger PROFITS Faster "One Stop" SERVICE

WITH TK LOOK-ALIKE REPLACEMENT UNITS





Exclusive Monotube Surface Units

•

Jetube Surface Units

•

Oven Bake and Broil Elements

•

Water Heater Replacements

•

Thermostat Replacements

•

Rotary Switch Replacements

•

A *Small* Stock ON YOUR TRUCK SERVICES ALL MAKES OF ELECTRIC RANGES AND WATER HEATERS

Look to TK for the **complete** line . . . carefully designed and engineered to provide your customers with **'look-alike'** replacements. TK's compact, standard line of replacement elements allows you to service any unit in a minimum amount of time . . . right from your service truck!

For Full Information and Name of Your TK Distributor Write Today!

TUTTLE & KIFT DIVISION TK OF FERRO CORPORATION

TUTTLE & KIFT.

ELECTRIC HEATING ELEMENTS • DEVICES • SWITCHES & CONTROLS

1823 N. MONITOR AVENUE • CHICAGO 39, ILLINOIS

Home Entertainment Centers

. . . the big idea that is selling stereo "built-ins" to the family

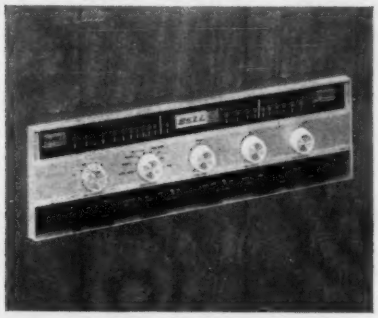
The planned kitchen revolutionized appliance selling. The planned entertainment center creates husband-and-wife interest in modern component stereo for the home. Bell, alone, makes this possible for you with perfectly matched component systems that adapt to any room space, can be started at small cost and added to later, are simple to install and easy to play. *In decorator-approved arrangements* they are as acceptable to the average woman as they are to men.

YOU START WITH THIS BIG ADVANTAGE:

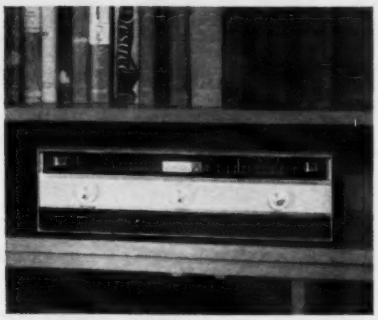
People admire custom-built entertainment centers like this. Everyone knows they provide the *best* music, but many think they are for experts only. *All you have to do is show them how easy it is* to arrange a Bell stereo component system . . . how *smart* it looks . . . how flexibly it fits any space . . . how *little* it costs to start . . . how *simple* it is to add to . . . how *easy* it is to operate . . . how *much* it will add to a home's attractiveness and the enjoyment of family life.



Photo Courtesy J. Ralph Corbett Home, Cincinnati, O.



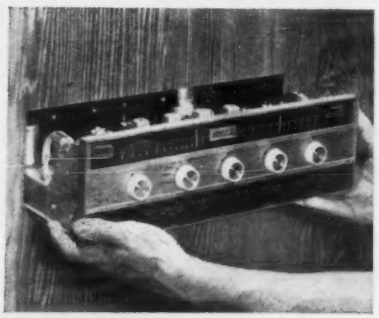
All You Need is a Wall . . . Components take no floor space, no room space at all, when mounted in a wall or panel partition.



Or a Shelf . . . Bell components are compact enough to fit bookshelves . . . and smartly styled for such display.



Or a Cabinet . . . Furniture makers now offer a wide choice of styles and prices in attractive component cabinets.



Panel Mounting is Easy: Bell stereo components are simplicity itself to mount in walls or panels. Just remove outer case and slide them in.



Look How Compact, and Neat: Stereo tape transport in a drawer, combination stereo amplifier-tuner above. Connect to matching bookshelf speakers and you have the finest stereo system for recording and playback with tape, and enjoying FM, AM and stereo broadcasts. Can be used with any record player, too.

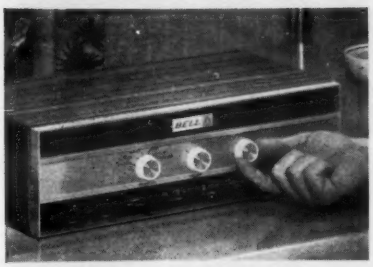


Look How Easy to Play: The whole family can enjoy a Bell stereo system. As easy to play as a kitchen radio. All frequently used controls big, on one panel. The "professional" controls are there, too, but separated and sensibly subdued.

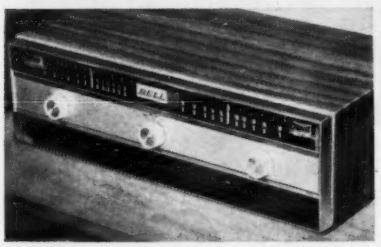
Bell provides everything you need for profitable "built-in" stereo business

It's easy to plan home stereo music systems to fit any room, any space . . . any taste, any pocketbook. Bell offers every component you need — stereo amplifiers, stereo tuners, stereo amplifier-tuner combinations, stereo tape transports, bookshelf speakers. All in a choice of models, all matched in styling.

NOTE: All Bell 2400 series amplifiers, tuners and amplifier-tuner combinations are the same height. All except Model 2418 amplifier are the same width.



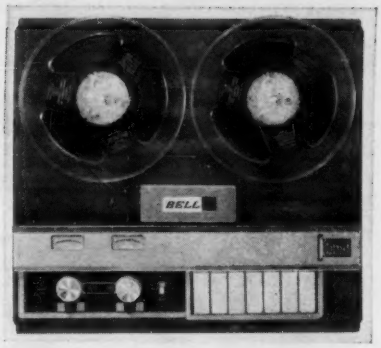
1. Bell Stereo Amplifiers: Play all stereo and monaural program material from any source. *Model 2440* (shown) has 44-watt music power output and every needed "professional" control. *Model 2420* is medium-priced, has advanced Bell stereo features and a music power output of 34-watts. Both are 17 3/16" W, 5 7/16" H, 10 5/8" D. *Model 2418*, the ideal low-cost amplifier for a stereo "starter" set, has 30-watt music power output, is 14 1/4" W, 5 7/16" H, 10 5/8" D.



2. Bell FM-AM Stereo Tuners: Extremely sensitive, pick up distant stations without distortion. Play all AM, FM and FM-AM stereo broadcasts. Feature Automatic Frequency Control to "lock-in" FM signals, and Output for easy hookup of Bell's Multiplex Adaptor for reception of the new all-FM stereo broadcasts. *Model 2441* (shown) has sensitive FM section of 1.2 uv, wide band AM response, and signal strength tuning meters on both sections. *Model 2421* has FM sensitivity of 1.5 uv, makes an ideal low-cost stereo tuner. Both models are 17 3/16" W, 5 7/16" H, 10 5/8" D.



3. Bell Stereo Amplifier-Tuner Combinations: The first all-in-one stereo components. Combine Bell stereo amplifier and sensitive Bell FM-AM stereo tuner in one compact unit no wider and but little deeper than individually encased stereo amplifiers or tuners. Provide every advanced stereo feature, including Multiplex Output. *Model 2445* (shown) has 44-watt stereo amplifier, the most features. *Model 2425* has 30-watt stereo amplifier. Both are 17 3/16" W, 5 7/16" H, 13 3/4" D.



4. Bell Stereo Tape Transports: This component completes a stereo system, matches all other Bell components. Every advanced stereo feature for professional quality stereo recording and playback . . . 2-track and 4-track. The only stereo tape transport in its price range to offer heavy duty three-motor drive and electro-dynamic braking. Mounts anywhere, plays in any position. Seven models to meet any preference. Record Pre-Amplifier, Carrying Case, and Microphones available as accessories. All are 15 1/4" W, 13 1/2" D, 7 H" (5" below mounting surface, 2" above).



5. Bell Stereo Bookshelf Speakers: Attractive walnut veneer cabinets and superb performance to match other Bell stereo components. *Model SS-2* is a 3-way speaker system featuring a 10" woofer, 4" mid-range cone, and 3 1/2" tweeter with a crossover network and power handling capacity of 30-watts. 25 5/16" W, 12 3/8" H, 11 7/8" D. *Model SS-1* is an economical 2-way speaker system featuring an 8" woofer and 3 1/2" tweeter with crossover network. 24" W, 11" H, 10" D.

BELL HOME STEREO PLANNING SERVICE

Bell maintains a Home Stereo Planning Service to help its dealers solve any component installation problem. A note containing essential details is all it takes to get needed information quickly.

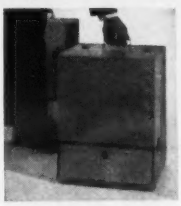
Only Bell makes stereo components so easy to sell



Bell "Business Builder"
A complete sales manual that answers all your questions, shows how to display, advertise and sell Bell components.



"All About Stereo"
The Bell booklet that tells your prospects, in simple, clear language, everything they want to know about stereo.



"Portable Demonstrator"
. . . the only complete packaged stereo playback system to demonstrate and sell stereo in the prospect's home.



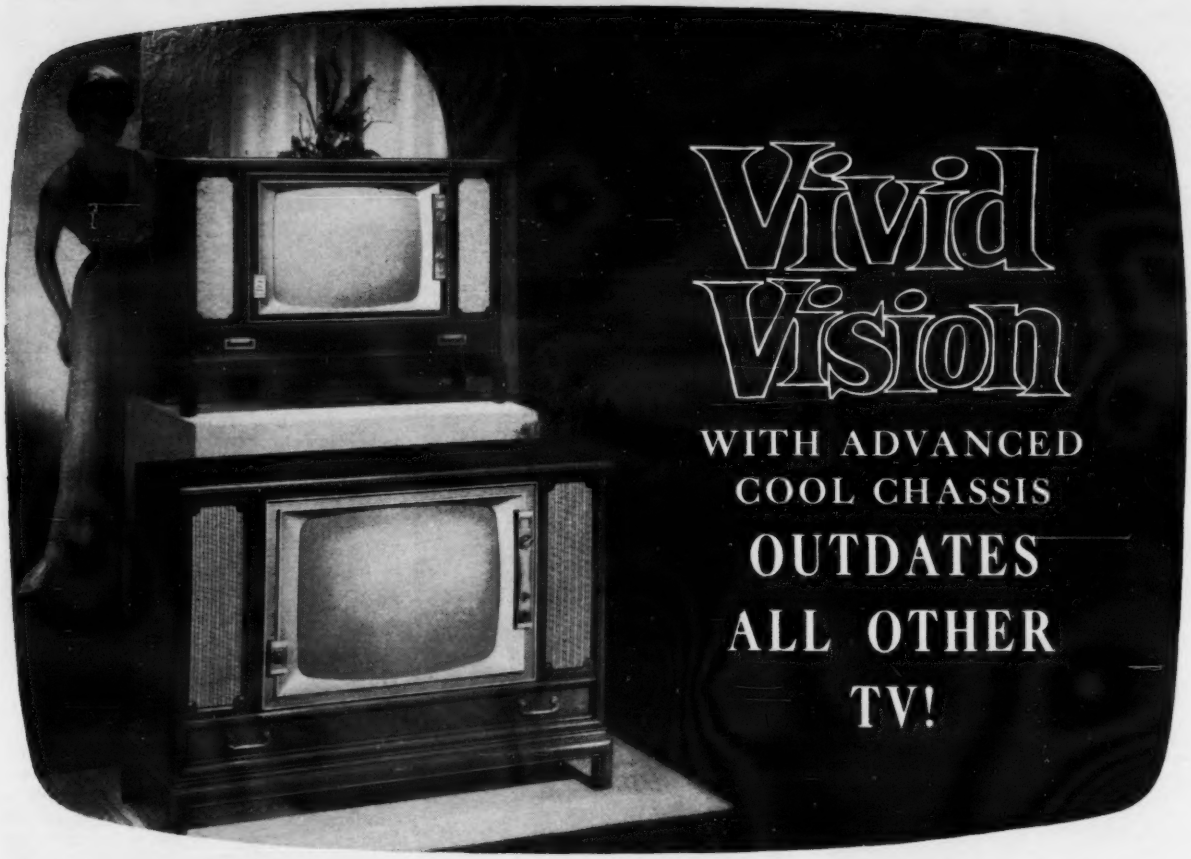
Bell "Stereo Sound Center" . . . effectively displays, demonstrates, sells stereo in less than 2 sq. ft. of floor space.

For complete specifications and literature, call your Bell distributor or write . . .

Bell

SOUND DIVISION
Thompson Ramo Wooldridge Inc.
555 Marion Road • Columbus 7, Ohio

GET IN THE PHILCO PICTURE FOR 1962



A major TV breakthrough is here from Philco. An amazing Beam Booster Circuit with Black Level Control now makes possible TV picture brilliance never before attained. Even more, TV's greatest reserve power ends forever premature gray pictures. Only Philco has Vivid Vision plus patented Cool Chassis design that gives you over 76% longer TV life. It's the big TV news for 1962.



For every decor, your customers can choose Vivid Vision in the most-wanted furniture styles. Two Miss America models are shown above—the 4864-EB Oriental Ebony (top) and the 4864-MB Traditional Mahogany. The 4849-SCH, at left, is a swivel console in Cherry veneers.



Philco Compact 19 TV gives you console performance in compact, versatile size. A choice of compacts and consoles are available with Directa Wireless Remote Control.

Shown at left—the Philco 3724.

NATIONWIDE SERVICE

TOTAL GUARANTEE

at no extra cost to your customer!

On both consoles and table models, covers parts, tubes and in-home service labor for 90 days. Or carry-in service on Compacts and Portables. Most important of all, it's backed by a nationwide organization of 30,000 Philco Factory Supervised Service members.

PHILCO®

Famous for Quality the World Over

Home Electronics

Listed in alphabetical order are:

Organs
Phonographs (Hi-Fi, stereo, monaural)
Radios (including Automobile)
Tape recorders
Television sets

Combinations (radio/phono; radio/tv; radio/phono/tv) are listed at the end of the directory.

Products are divided into basic types to provide you with as complete information as possible. For example, five different television categories are used.

Remember these simple instructions:

Products and manufacturers under each product are alphabetically arranged.

Features being identified are listed immediately under the product heading, and each given a number.

The numbers immediately following a manufacturer's name refer to features of his products.

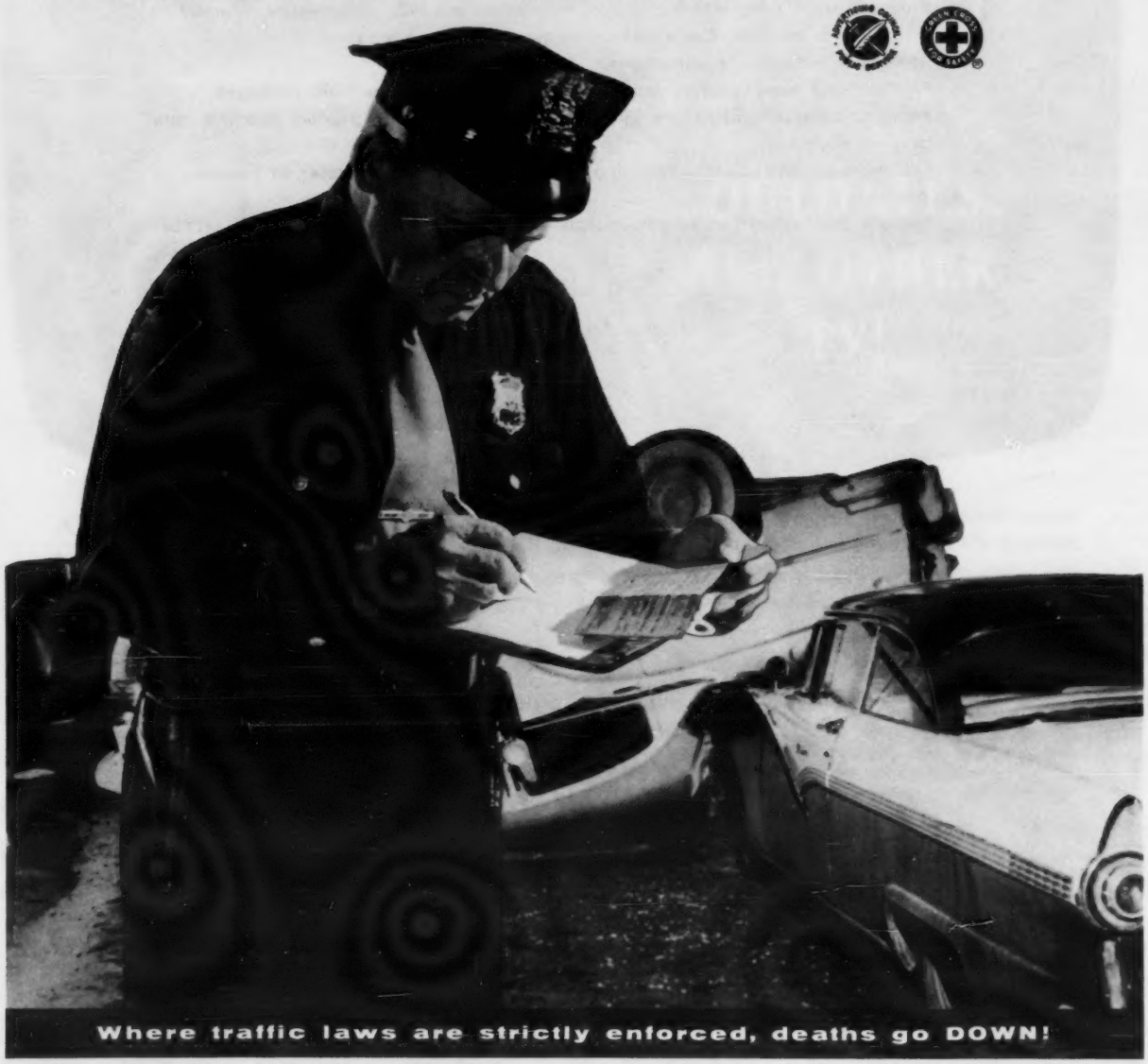
There is a list of makers of components and accessories at the end of this section.



Last year, traffic accidents killed 37,000, injured 1,400,000

. . . and they wasted Five Billion Dollars!

Traffic accidents' human toll is so tragic we sometimes overlook their staggering economic waste. Five Billion Dollars in lost wages, medical expenses, insurance costs and property damage! Your business—every business—shares in this loss. So you have a double interest in helping reduce traffic accidents. And you *can* help! Drive safely and obey the law yourself . . . certainly. But go further. Use your influence to promote safe driving and urge strict law enforcement. To make your efforts more effective, join with others working actively to reduce traffic hazards in your community. *Support your local Safety Council!*



Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.

COMBINATION UNITS: *See End of This Section*

ELECTRIC CHORD ORGANS, *TABLE MODELS*

1. *TWO OCTAVE*
2. *THREE OCTAVE*
3. *FOUR OCTAVE*
4. *TEN OR LESS CHORDS*
5. *12-18 CHORDS*
6. *20-32 CHORDS*
7. *OVER 32 CHORDS*

American Audion Corp., 2	200 Fifth Ave. New York 10, NY
Buegeleisen & Jacobson, Inc., 1-2-3-4-5-6-7	5 Union Sq. New York 3, NY
Musical Products Corp., 1-2-3-5-7	3711 W Pine Blvd. St Louis 8, Mo
Organ Corp. of America, 1-2-3-4-5-6-7	59 Hempstead Gardens Dr. West Hempstead, NY

ELECTRIC CHORD ORGANS, *CONSOLETTES*

1. *TWO OCTAVE*
2. *THREE OCTAVE*
3. *FOUR OCTAVE*
4. *TEN OR LESS CHORDS*
5. *12-18 CHORDS*
6. *20-32 CHORDS*
7. *OVER 32 CHORDS*

American Audion Corp., 1-2-5	200 Fifth Ave. New York 19, NY
Buegeleisen & Jacobson, Inc., 1-2-3-5-6-7	5 Union Sq. New York 3, NY
Crown National Co., 2	1228 W Kinzie St. Chicago 22, Ill
Delmonico International, 2-5	120-20 Roosevelt Ave. Corona 68, L. I. NY
Musical Products Corp., 1-2-3-5-7	3711 W Pine Blvd. St Louis 8, Mo
Organ Corp. of America, 1-2-3-4-5-6-7	59 Hempstead Gardens Dr. West Hempstead, NY

ELECTRIC CHORD ORGANS, *CONSOLES*

1. *TWO OCTAVE*
2. *THREE OCTAVE*
3. *FOUR OCTAVE*
4. *TEN OR LESS CHORDS*
5. *12-18 CHORDS*
6. *20-32 CHORDS*
7. *OVER 32 CHORDS*

American Audion Corp., 2-5-7	200 Fifth Ave. New York 10, NY
Buegeleisen & Jacobson, Inc., 1-2-3-4-5-6-7	5 Union Sq. New York 3, NY
Musical Products Corp., 2-3-5-7	3711 W Pine Blvd. St Louis 8, Mo
Organ Corp. of America, 2-3-4-5-6-7	59 Hempstead Gardens Dr. West Hempstead, NY
Thomas Organ Co. Div. of Pacific Mercury Electronics, 2-7	8345 Hayvenhurst Ave. Sepulveda, Cal

ELECTRONIC ORGANS, *SINGLE KEYBOARD*

1. *TRANSISTORIZED*
2. *TUBE-TYPE*
3. *W/EXTERNAL SPEAKER*
4. *W/PEDALS*

Organ Corp. of America, 1-2-3-4	59 Hempstead Gardens Dr. West Hempstead, NY
Thomas Organ Co. Div. of Pacific Mercury Electronics, 2-3-4	8345 Hayvenhurst Ave. Sepulveda, Cal

ELECTRONIC ORGANS, *DUAL KEYBOARD*

1. *TRANSISTORIZED*
2. *TUBE-TYPE*
3. *W/EXTERNAL SPEAKER*
4. *W/RECORD PLAYER*

Electro-Voice, Inc., 1-3	Buchanan, Mich
Magnavox Co., 1	Bueter Rd. Fort Wayne 4, Ind
Organ Corp. of America, 1-2-3-4	59 Hempstead Gardens Dr. West Hempstead, NY
Thomas Organ Co. Div. of Pacific Mercury Electronics, 1-2-3-4	8345 Hayvenhurst Ave. Sepulveda, Cal

PHONOGRAPHS, *MONAURAL PORTABLE* See Also: COMBINATIONS, *End of This Section*

1. *MANUAL, SINGLE SPEED TURNTABLE*
2. *MANUAL MULTI-SPEED TURNTABLE*
3. *AUTOMATIC, SINGLE SPEED CHANGER*
4. *AUTOMATIC, MULTI-SPEED CHANGER*
5. *MULTIPLE SPEAKERS*
6. *BATTERY-OPERATED*
7. *EXTERNAL SPEAKER JACK*

ADMIRAL SALES CORP., 4-5, Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Arvin Industries Inc., 4-5	Columbus, Ind
Autocrat Electronics Co., 2-3-4	5024 Elm St. Skokie, Ill
Bogen-Presto Div., Siegler Corp., 1-2-5-7	Box 500, Paramus, NJ
Capitol Records Inc., 2-4-5-7	Hollywood & Vine, Hollywood 23, Cal
Crown National Co., 1-2-4	1228 W Kinzie St. Chicago 22, Ill
Delmonico International, 2-6	120-20 Roosevelt Ave. Corona 68, L. I. NY
Du Mont Emerson Corp., 2-4-6	680 5th Ave. New York 19, NY
Emenee Industries Inc., 1-2-5	200 Fifth Ave. New York, NY
Fanon Electronic Industries Inc	439 Frelinghuysen Ave. Newark, NJ
GENERAL ELECTRIC CO. AUDIO PRODUCTS SECTION, 2-4, Adv Pgs 128, 129	**2280 N 22nd St. Decatur, Ill**
General Electric Co. Radio Receiver Dept., 2-4-5	1001 Broad St. Utica, NY
Magnavox Co., 4-7	Bueter Rd. Fort Wayne 4, Ind
Major Electronics Corp	762 - Wythe Ave. Brooklyn 11, NY
Mishan & Sons, E., 6	6 W 28th St. New York 1, NY
Olympic Radio & Television, 1-2-4-5	34-01 38th Ave. Long Island City 1, NY
PHILCO CORP., 2-4-5, Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
RCA Sales Corp., 2	600 N Sherman Dr. Indianapolis 1, Ind
Sparton of Canada Ltd. Sub. Sparton Corp., 2-3-4	Jackson, Mich
Symphonic Radio & Electronic Corp., 2-4-5	10 Columbus Circle, New York 19, NY
Teletone Co. of America, 1-2-4-5-7	1668 Webster Ave. New York 57, NY
Trav-Ler Radio Corp., 1-2-4-5-6	571 W Jackson Blvd. Chicago 6, Ill
V-M CORP., 2-4-5-7, Adv Pgs 119-126	**305 Territorial, Benton Harbor, Mich**
WATERS CONLEY CO. INC., 1-2-4-5-7, Adv Pg 136	**645 N Michigan Blvd. Chicago, Ill**
Webcor Inc., 2-4	5610 W Bloomingdale, Chicago 39, Ill
Westinghouse Electric Corp. Radio & TV Div., 2-4	Metuchen, NJ
Zenith Sales Corp., 2-4-5-7	6001 W Dickens, Chicago 39, Ill

PHONOGRAPHS, *MONAURAL TABLE/CONSOLETTES*

1. *MANUAL, SINGLE SPEED TURNTABLE*
2. *MANUAL, MULTI-SPEED TURNTABLE*
3. *AUTOMATIC, SINGLE SPEED CHANGER*
4. *AUTOMATIC, MULTI-SPEED CHANGER*
5. *MULTIPLE SPEAKERS*
6. *W/REMOVABLE LEGS*
7. *EXTERNAL SPEAKER JACK*

Autocrat Electronics Co., 2-4	5024 Elm St. Skokie, Ill
Bogen-Presto Div., Siegler Corp., 1-2-5	Box 500, Paramus, NJ
V-M CORP., 4-5-6, Adv Pgs 119-126	**305 Territorial, Benton Harbor, Mich**
WATERS CONLEY CO. INC., 4-5-6-7, Adv Pg 136	**645 N Michigan Blvd. Chicago, Ill**

PHONOGRAPHS, *MONAURAL CONSOLES*

1. *MANUAL, SINGLE SPEED TURNTABLE*
2. *MANUAL, MULTI-SPEED TURNTABLE*
3. *AUTOMATIC, SINGLE SPEED CHANGER*
4. *AUTOMATIC, MULTI-SPEED CHANGER*
5. *MULTIPLE SPEAKERS*
6. *CONTEMPORARY STYLING*
7. *EARLY AMERICAN STYLING*
8. *FAR EASTERN STYLING*
9. *PROVINCIAL STYLING*
10. *SCANDINAVIAN STYLING*
11. *TRADITIONAL STYLING*

Home Electronics

Flush Wall Radio Co., 5 ..... 1012 Cleveland St. Clearwater, Fla
Olympic Radio & Television, 4-5-6 ..... 34-01 38th Ave. Long Island City 1, NY
V-M CORP., 4-5-6-7-9-10-11, Adv Pgs 119-126 .... 305 Territorial, Boston Harbor, Mich
Webcor Inc., 4-6-7-9-10-11 ..... 5610 W Bloomingdale, Chicago 39, Ill

PHONOGRAPHS, *STEREO PORTABLE*

1. *MANUAL, SINGLE SPEED TURNTABLE*
2. *MANUAL, MULTI-SPEED TURNTABLE*
3. *AUTOMATIC, SINGLE SPEED CHANGER*
4. *AUTOMATIC, MULTI-SPEED CHANGER*
5. *SELF-CONTAINED SWINGOUT SPEAKERS*
6. *SELF-CONTAINED LIFT-OFF SPEAKERS*
7. *REMOTE SPEAKERS*
8. *EXTERNAL SPEAKER JACKS*

ADMIRAL SALES CORP., 4-6-7,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
Arvin Industries Inc., 4-5-6-7 ..... Columbus, Ind
Autocrat Electronics Co., 2-4-5-6-8 ..... 5024 Elm St. Skokie, Ill
Capitol Records Inc., 4-5-7-8 ..... Hollywood & Vine, Hollywood 23, Cal
Du Mont Emerson Corp., 2-4-5-6 ..... 680 5th Ave. New York 19, NY
Electro-Voice, Inc., 7 ..... Buchanan, Mich
Fanon Electronic Industries Inc ..... 439 Frelinghuysen Ave. Newark, NJ
Flush Wall Radio Co., 7 ..... 1012 Cleveland St. Clearwater, Fla
General Dynamics/Electronics, 4-5-6-7-8 ..... 1400 N Goodman St. Rochester, NY
GENERAL ELECTRIC CO. AUDIO PRODUCTS SECTION, 2-4-5-6-7,
Adv Pgs 128, 129 ..... 2290 N 22nd St. Decatur, Ill
General Electric Co. Radio Receiver Dept., 2-4-5-6 ..... 1001 Broad St. Utica, NY
Magnavox Co., 4-5-6-7-8 ..... Buster Rd. Fort Wayne 4, Ind
Major Electronics Corp ..... 762 - Wythe Ave. Brooklyn 11, NY
Motorola Consumer Products Inc., 2-4-6 ..... 9401 W Grand Ave. Franklin Park, Ill
Olympic Radio Television, 2-4-5-6-7 ..... 34-01 38th Ave. Long Island City 1, NY
P.E. Phonograph Corp., 4-5-6-7-8 ..... 64-01 Woodside Ave. Woodside 77, NY
PHILCO CORP., 2-4-5-6, Adv Pgs 95, 102, 136 .... Tioga & "C" Sts. Philadelphia 34, Pa
RCA Sales Corp., 4-5-6-7 ..... 600 North Sherman Dr. Indianapolis 1, Ind
Sylvania Electric Products Inc. Home Electronics Div., 2-4-5-6-7-8 ..... 700 Ellicott St. Batavia, NY
Symphonic Radio & Electronic Corp., 2-4-5-6-7-8 ... 10 Columbus Circle, New York 19, NY
Teletone Co. of America, 2-4-5-6-7-8 ..... 1668 Webster Ave. New York 57, NY
Trav-Ler Radio Corp., 4-5-6 ..... 571 W Jackson Blvd. Chicago 6, Ill
V-M CORP., 4-5-6-7-8, Adv Pgs 119-126 ..... 305 Territorial, Boston Harbor, Mich
WATERS CONLEY CO. INC., 2-4-5-6-7-8,
Adv Pg 136 ..... 645 N Michigan Blvd. Chicago, Ill
Webcor Inc., 2-4-5-6 ..... 5610 W Bloomingdale, Chicago 39, Ill
Westinghouse Electric Corp., Radio & TV Div., 2-4-5-6-7 ..... Metuchen, NJ
Zenith Sales Corp., 4-5-6-7-8 ..... 6001 W Dickens, Chicago 39, Ill

PHONOGRAPHS, *STEREO TABLE/CONSOLETTES*

1. *MANUAL, SINGLE SPEED TURNTABLE*
2. *MANUAL, MULTI-SPEED TURNTABLE*
3. *AUTOMATIC, SINGLE SPEED CHANGER*
4. *AUTOMATIC, MULTI-SPEED CHANGER*
5. *SELF-CONTAINED SWING-OUT SPEAKERS*
6. *SELF-CONTAINED LIFT-OFF SPEAKERS*
7. *REMOTE SPEAKERS*
8. *EXTERNAL SPEAKER JACKS*
9. *INPUT JACKS*

Du Mont Emerson Corp., 4-5-8 ..... 680 5th Ave. New York 19, NY
Electro-Voice, Inc., 7-8 ..... Buchanan, Mich
Flush Wall Radio Co., 7 ..... 1012 Cleveland St. Clearwater, Fla
General Dynamics/Electronics, 4-5-6-7-8 ..... 1400 N Goodman St. Rochester, NY
GENERAL ELECTRIC CO. AUDIO PRODUCTS SECTION, 4-5-6-9,
Adv Pgs 128, 129 ..... 2290 N 22nd St. Decatur, Ill
Magnavox Co., 4-8 ..... Buster Rd. Fort Wayne 4, Ind
MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 4-5-8-9,
Adv Pgs 131, 132 ..... 743 N La Salle St. Chicago 10, Ill
RCA Sales Corp., 4-7-8-9 ..... 600 N Sherman Dr. Indianapolis 1, Ind
Symphonic Radio & Electronic Corp., 4 ..... 10 Columbus Circle, New York 19, NY
V-M CORP., 4, Adv Pgs 119-126 ..... 305 Territorial, Boston Harbor, Mich
WATERS CONLEY CO. INC., 4-8, Adv Pg 136 ..... 645 N Michigan Blvd. Chicago, Ill
Webcor Inc ..... 5610 W Bloomingdale, Chicago 39, Ill
Westinghouse Electric Corp. Radio & TV Div., 4-7-8 ..... Metuchen, NJ
Zenith Sales Corp., 4-7-9 ..... 6001 W Dickens, Chicago 39, Ill

PHONOGRAPHS, *STEREO CONSOLES*

1. *MANUAL, SINGLE SPEED TURNTABLE*
2. *MANUAL, MULTI-SPEED TURNTABLE*
3. *AUTOMATIC, SINGLE SPEED CHANGER*
4. *AUTOMATIC, MULTI-SPEED CHANGER*
5. *SELF-CONTAINED SWING-OUT SPEAKERS*
6. *SELF-CONTAINED LIFT-OFF SPEAKERS*
7. *REMOTE SPEAKERS*
8. *EXTERNAL SPEAKER JACKS*
9. *INPUT JACKS*
10. *MULTIPLEXING JACKS*
11. *TAPE JACKS*
12. *W/REVERBERATION*
13. *ADAPTABLE TO REVERBERATION*
14. *CONTEMPORARY STYLING*
15. *EARLY AMERICAN STYLING*
16. *FAR EASTERN STYLING*
17. *PROVINCIAL STYLING*
18. *SCANDINAVIAN STYLING*
19. *TRADITIONAL STYLING*

ADMIRAL SALES CORP., 4-6-8-9-10-12-14-15-17-18-19,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
BELL SOUND DIV. THOMPSON RAMO WOOLDRIDGE INC., 4-6-9-11-13-14,
Adv Pgs 100, 101 ..... 555 Marion Rd. Columbus 7, Ohio
Capehart Corp ..... 216 W 14th St. New York 11, NY
Delmonico International, 4-5-8-9-10-11-14 ..... 120-20 Roosevelt Ave. Corona 68, L. I. NY
Du Mont Emerson Corp., 4-5-6-8-11-12-14-15-17-18-19 ..... 680 5th Ave. New York 19, NY
Electro-Voice, Inc., 7 ..... Buchanan, Mich
Fanon Electronic Industries Inc ..... 439 Frelinghuysen Ave. Newark, NJ
Flush Wall Radio Co., 7 ..... 1012 Cleveland St. Clearwater, Fla
General Dynamics/Electronics, Div. of General Dynamics Corp., 1-2-4-6-7-8-9-10-11-13-14-15-16-17-18-19 ..... 1400 N Goodman St. Rochester 3, NY
GENERAL ELECTRIC CO. AUDIO PRODUCTS SECTION, 4-5-6-7-8-9-11-12-14-15-19,
Adv Pgs 128, 129 ..... 2290 N 22nd St. Decatur, Ill
Magnavox Co., 4-7-8-9-10-11-13-14-15-16-17-18-19 ..... Buster Rd. Fort Wayne 4, Ind
MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 4-8-9-10-11-12-13-17-18-19,
Adv Pgs 131, 132 ..... 743 N La Salle St. Chicago 10, Ill
Motorola Consumer Products Inc., 4-5-10-11-12-14-15-16-17-18-19 ..... 9401 W Grand Ave. Franklin Park, Ill
Olympic Radio & Television, 4-7-8-14 ..... 34-01 38th Ave. Long Island City 1, NY
P.E. Phonograph Corp., 4-7-8-11-12-14 ..... 64-01 Woodside Ave. Woodside 77, NY
PHILCO CORP., 4-7-8-9-10-11-13-14-15-17-18-19,
Adv Pgs 95, 102, 136 ..... Tioga & "C" Sts. Philadelphia 34, Pa
RCA Sales Corp., 4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19 ..... 600 N Sherman Dr. Indianapolis 1, Ind
Sylvania Electric Products Inc. Home Electronics Div., 4-6-7-8-9-11-14-15-17-18-19 ..... 700 Ellicott St. Batavia, NY
Symphonic Radio & Electronic Corp., 4-5-8-10-14-15-19 ..... 10 Columbus Circle, New York 19, NY
Trav-Ler Radio Corp., 4-14-15-17 ..... 571 W Jackson Blvd. Chicago 6, Ill

V-M CORP., 4-8-9-10-11-14-15-17-18-19,
Adv Pgs 119-126 ..... 305 Territorial, Boston Harbor, Mich
WATERS CONLEY CO. INC., 4-8, Adv Pg 136 ..... 645 N Michigan Blvd. Chicago, Ill
Webcor Inc., 2-4-5-14-15-17-18-19 ..... 5610 W Bloomingdale, Chicago 39, Ill
Westinghouse Electric Corp. Radio & TV Div., 4-8-14-15-18 ..... Metuchen, NJ
Zenith Sales Corp., 4-7-8-9-11-12-13-14-15-17-18-19 ..... 6001 W Dickens, Chicago 39, Ill

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

RADIOS, AUTOMOBILE

1. TUBE-TYPE
2. TRANSISTORIZED
3. COMB.. TUBE-TRANSISTOR
4. PORTABLE
5. PORTABLE. AC/DC/BATTERY
6. SEARCH TUNING
7. PUSH-BUTTON TUNING
8. W/TONE CONTROL
9. REAR SPEAKER AVAIL.
10. FM MODELS AVAIL.
11. AM/FM MODELS AVAIL.

Automotive Radio Mfg. Co. Inc., 1-2-3-7-8-9-10-11 ...	122 Brookline Ave. Boston, Mass
Becker Autoradio USA Inc., 1-2-3-6-7-8-9-11	613 S 24th St. Philadelphia 46, Pa
Delmonico International, 2-6	120-20 Roosevelt Ave. Corona 68, L. I. NY
General Dynamics/Electronics, Div. of General Dynamics Corp., 3-6-7-8-9	1400 N Goodman St. Rochester 3, NY
Granco Products Inc., 1-10	83-30 Kew Gardens Rd. Kew Gardens, NY
MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 2-4-6-7-8-9-11,	
Adv Pgs 131, 132	**743 N La Salle St. Chicago 10, Ill**
Metravox Corporation, 3-7-8-9-11	732 - 65th St. Brooklyn 20, NY
Motorola Consumer Products Inc., 2-3-6-7-8-9-10 ...	9401 W Grand Ave. Franklin Park, Ill
Sampson Co., The, Electronics Div. (Hitachi), 2-7-8	2244 S Western Ave. Chicago 8, Ill
SARKES TARZIAN INC., 3-4-10, Adv Pgs 133, 134	**E Hillside Dr. Bloomington, Ind**

RADIOS, CLOCK

1. W/APPLIANCE OUTLET
2. ALARM REPEAT
3. BUZZER ALARM
4. CORDLESS
5. FINISHED BACK
6. ILLUMINATED FACE
7. SLEEP SWITCH
8. SPEAKER JACK
9. TONE CONTROLS
10. VERNIER TUNING
11. TRANSISTOR MODELS
12. FM MODELS
13. AM/FM MODELS

ADMIRAL SALES CORP., 1-2-3-5-7,	
Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Arvin Industries Inc., 1-2-3-5-6-7-8-9-10	Columbus, Ind
Automotive Radio Mfg. Co. Inc., 1-3-11-12	122 Brookline Ave. Boston, Mass
Channel Master Corp., 1-4-5-7-10-11	Ellenville, NY
Du Mont Emerson Corp., 1-2-3-4-5-7-9-10-11-12-13	680 5th Ave. New York 19, NY
Flush Wall Radio Co., 1-12-13	1012 Cleveland St. Clearwater, Fla
General Electric Co. Radio Receiver Dept., 1-2-3-4-5-6-10-11-13	1001 Broad St. Utica, NY
Granco Products Inc., 1-3-6-7-12-13	83-30 Kew Gardens Rd. Kew Gardens, NY
Magnavox Co	Bueter Rd. Fort Wayne 4, Ind
Matsushita Electric, Corp. of America, 7	41 E 42nd St. New York 17, NY
Motorola Consumer Products Inc., 1-2-3-4-5-6-7-9-10-11-13	9401 W Grand Ave. Franklin Park, Ill
Olympic Radio & Television, 1-3-5-7-10	34-01 38th Ave. Long Island City 1, NY
PHILCO CORP., 1-2-3-5-7-10,	
Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
RCA Sales Corp., 1-2-3-4-5-6-7-10-11-13	600 N Sherman Dr. Indianapolis 1, Ind
Sampson Co., The, Electronics Div. (Hitachi), 2-3-4-9	2244 S Western Ave. Chicago 8, Ill
Sparton of Canada Ltd. Sub. Sparton Corp., 2-3-5	Jackson, Mich
Sylvania Electric Products Inc. Home Electronics Div., 1-2-3-4-5-6-7-8-9-10-11	700 Ellicott St. Batavia, NY
Teletone Co. of America, 1-3-7-12-13	1668 Webster Ave. New York 57, NY
Trav-Ler Radio Corp., 1-2-3-6-7-10	571 W Jackson Blvd. Chicago 6, Ill
Westinghouse Electric Corp. Radio & TV Div., 1-2-3-5-6-7-10	Metuchen, NJ
Zenith Sales Corp., 1-2-3-4-5-7-10-13	6001 W Dickens, Chicago 39, Ill

RADIOS, PORTABLE AM, MINIATURE (14.5 SQ. IN. OR LESS)

1. FIVE OR LESS TRANSISTORS
2. SIX TRANSISTORS
3. SEVEN TRANSISTORS
4. EIGHT TRANSISTORS
5. NINE OR MORE TRANSISTORS
6. W/EARPHONE JACK
7. W/CARRYING CASE
8. W/VERNIER TUNING
9. W/SHORTWAVE BAND

ADMIRAL SALES CORP., 2-3-5-6-7-8,	
Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Arvin Industries Inc., 2-3-6-7	Columbus, Ind
Automotive Radio Mfg. Co. Inc	122 Brookline Ave. Boston, Mass
Channel Master Corp., 1-2-3-6-7	Ellenville, NY
Delmonico International, 2-4-6-7-8	120-20 Roosevelt Ave. Corona 68, L. I. NY
General Electric Co. Radio Receiver Dept., 1-2-6-7-8	1001 Broad St. Utica, NY
Hoffman Electronics Corp. Consumer Products Dept., 3-4-5-6-7-8	426 W College St. Los Angeles 12, Cal
Magnavox Co., 2-4-6-7-8	Bueter Rd. Fort Wayne 4, Ind
MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 2-6-7-8,	
Adv Pgs 131, 132	**743 N La Salle St. Chicago 10, Ill**
Matsushita Electric, Corp. of America, 2-3-4-5-6-7-8-9	41 E 42nd St. New York 17, NY
Mishan & Sons, E., 1-2-3-4-8-9	6 W 28th St. New York 1, NY
Morse Sewing Mach. & Supply Corp., 1-2-6-7-9	122 W 26th St. New York 1, NY
Motorola Consumer Products Inc., 2-6-7	9401 W Grand Ave. Franklin Park, Ill
Olympic Radio & Television, 2-6-7	34-01 38th Ave. Long Island City 1, NY
PHILCO CORP., 2-3-4-6-7-8, Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
RCA Sales Corp., 2-6-7-8	600 N Sherman Dr. Indianapolis 1, Ind
Sampson Co., The, Electronics Div. (Hitachi), 2-6-7	2244 S Western Ave. Chicago 8, Ill
Sony Corp. of America, 2-3-6-7	514 Broadway, New York 12, NY
Standard Sewing Equip. Corp	76 Ninth Ave. New York 11, NY
Sylvania Electric Products Inc. Home Electronics Div., 1-2-6-7	700 Ellicott St. Batavia, NY
Transistor World Corp. (Toshiba), 2-3-4-6-7-8-9....	52 Broadway, New York 4, NY
Trav-Ler Radio Corp., 2-5-6-7-8	571 W Jackson Blvd. Chicago 6, Ill
Webcor Inc., 2-4-5-6-7	5610 W Bloomingdale, Chicago 39, Ill
Westinghouse Electric Corp. Radio & TV Div., 2-3-6-7-8	Metuchen, NJ
Zenith Sales Corp., 2-3-4-6-7-8	6001 W Dickens, Chicago 39, Ill

RADIOS, PORTABLE PERSONAL (15.9 TO 34.4 SQ. IN.)

1. SIX TRANSISTORS
2. SEVEN TRANSISTORS
3. EIGHT TRANSISTORS
4. NINE OR MORE TRANSISTORS
5. TUBE TYPE
6. TONE CONTROL
7. AC/DC/BATTERY
8. EARPHONE JACK
9. VERNIER TUNING
10. FLASHLIGHT BATT. OPERATED
11. W/SHORTWAVE BAND
12. FM MODELS AVAIL.
13. AM/FM MODELS AVAIL.

ADMIRAL SALES CORP., 2-3-8-9-10,	
Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Arvin Industries Inc., 7-8-9-10	Columbus, Ind
Automotive Radio Mfg. Co. Inc., 1-10	122 Brookline Ave. Boston, Mass
Channel Master Corp., 1-3-8-9-10-11	Ellenville, NY
Delmonico International, 1-2-4-6-7-8-10-11-12-13 .	120-20 Roosevelt Ave. Corona 68, L. I. NY
Du Mont Emerson Corp., 2-3-4-8-10	680 5th Ave. New York 19, NY
General Electric Co. Radio Receiver Dept., 3	1001 Broad St. Utica, NY
Magnavox Co., 4-6-8-9-10-11-13	Bueter Rd. Fort Wayne 4, Ind
Matsushita Electric, Corp. of America, 3-4-6-8-9-10-11-12-13	41 E 42nd St. New York 17, NY



The biggest step in business ...the short distance from the middle to the top

Companies are still canvassing the colleges like crazy, cajoling neophyte engineer and technologist to come to California, Texas, Florida, Canada . . .

But what about the man-in-the-middle? The citizen with ten or more years invested in his company? Here he is, hitting his most productive stride, ready to take on heavier responsibility. How much longer must he wait? Is his real potential recognized?

Upstairs in this same company, his management will tell you their single biggest job is finding new top talent. And what they are seeking most in a man is "something" that stands for more than merely his proficiency in his particular post.

What, for instance? An alertness to other phases and functions of the business. A keener appreciation of long-range planning, policy-making, new product development and research. Today, the top candidate's thinking must be as broad as his specialized knowledge runs deep.

Your editors, the men who plan and write this particular McGraw-Hill publication for you, recognized this need long ago. You'll find it answered, issue by issue, in these pages. Here, right here, is the perspective you need to push up and ahead. And as you read, keep reaching, for . . .

Men who read more . . . earn more!

Mishan & Sons, E., 1-2-3-4-5-6-7-8-9-10-11-12-13 — 6 W 28th St. New York 1, NY
Morse Sewing Mach. & Supply Corp., 1-5-11-13 ..... 122 W 26th St. New York 1, NY
Motorola Consumer Products Inc., 2-3-8-9-10 ..... 9401 W Grand Ave. Franklin Park, Ill
North American Philips Co. Inc., 2-8-10 ..... 100 E 42nd St. New York 17, NY
Olympic Radio & Television, 1 ..... 34-01 38th Ave. Long Island City 1, NY
PHILCO CORP., 2-8-10, Adv Pgs 95, 102, 136 ..... Tioga & "C" Sts. Philadelphia 34, Pa
RCA Sales Corp., 1-3-8-9-10 ..... 600 N Sherman Dr. Indianapolis 1, Ind
Sampson Co., The Electronics Div. (Hitachi), 1-8-9-10
2244 S Western Ave. Chicago 8, Ill
Sony Corp. of America, 3-6-8-10 ..... 514 Broadway, New York 12, NY
Sparton of Canada Ltd. Sub. Sparton Corp., 1-7-8 .... Jackson, Mich
Sylvania Electric Products Inc. Home Electronics Div., 1-2-3-8-10
700 Ellicott St. Batavia, NY
Transistor World Corp. (Toshiba), 2-3-4-6-7-8-9-10-12-13
52 Broadway, New York 4, NY
Westinghouse Electric Corp. Radio & TV Div., 1-8-10
Metuchen, NJ
Zenith Sales Corp., 1-2-3-4-8-9-10-11 ..... 6001 W Dickens, Chicago 39, Ill

RADIOS, *PORTABLE FULL-SIZE (35.8 SQ. IN. OR MORE)*

1. *SIX TRANSISTORS*
2. *SEVEN TRANSISTORS*
3. *EIGHT TRANSISTORS*
4. *NINE OR MORE TRANSISTORS*
5. *TUBE TYPE*
6. *TONE CONTROL*
7. *AC/DC/BATTERY*
8. *EARPHONE JACK*
9. *VERNIER TUNING*
10. *FLASHLIGHT BATT. OPERATED*
11. *W/SHORTWAVE BAND*
12. *FM MODELS AVAIL.*
13. *AM/FM MODELS AVAIL.*

ADMIRAL SALES CORP., 4-6-8-9-10-11,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
Arvin Industries Inc., 2-3-6-8-9-10-11 ..... Columbus, Ind
Automotive Radio Mfg. Co. Inc., 1-10 ..... 122 Brookline Ave. Boston, Mass
Channel Master Corp., 1-5-6-8-9-10-12-13 ..... Ellenville, NY
Delmonico International, 4-6-7-8-9-10-11-12-13 ... 120-20 Roosevelt Ave. Corona 68, L. I. NY
General Electric Co. Radio Receiver Dept., 1-2-3-6-8-9-10
1001 Broad St. Utica, NY
Guild Radio & TV Corp., 1 ..... 460 N Eucalyptus Ave. Inglewood 3, Cal
Hoffman Electronics Corp. Consumer Products Dept., 13
426 W College St. Los Angeles 12, Cal
Magnavox Co., 4-6-8-9-10-11-13 ..... Buetar Rd. Fort Wayne 4, Ind

MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 3-4-6-9-10-11-13,
Adv Pgs 131, 132 ..... 743 N La Salle St. Chicago 10, Ill
Mishan & Sons, E., 1-2-3-4-5-6-7-8-9-10-11-12-13 — 6 W 28th St. New York 1, NY
Morse Sewing Mach. & Supply Corp., 1 ..... 122 W 26th St. New York 1, NY
Motorola Consumer Products Inc., 1-3-8-9-10 ..... 9401 W Grand Ave. Franklin Park, Ill
North American Philips Co. Inc., 4-8-10-13 ..... 100 E 42nd St. New York 17, NY
PHILCO CORP., 2-3-4-8-9-10, Adv Pgs 95, 102, 136 Tioga & "C" Sts. Philadelphia 34, Pa
RCA Sales Corp., 3-8-9-10-11 ..... 600 N Sherman Dr. Indianapolis 1, Ind
Sampson Co., The, Electronics Div. (Hitachi), 3-4-6-8-10-11-13
2244 S Western Ave. Chicago 8, Ill
Sony Corp. of America, 2-4-6-8-9-10-11-13 ..... 514 Broadway, New York 12, NY
Sylvania Electric Products Inc. Home Electronics Div., 2-8
700 Ellicott St. Batavia, NY
Transistor World Corp. (Toshiba), 2-3-4-6-8-9-10-11-13
52 Broadway, New York 4, NY
Videola-Erie Corp., 4-13 ..... 75 Front St. Brooklyn 1, NY
Westinghouse Electric Corp. Radio & TV Div., 1-2-3-4-5-7-8-9-10-11
Metuchen, NJ
Zenith Sales Corp., 4-5-6-7-8-9-10-11-13 ..... 6001 W Dickens, Chicago 39, Ill

RADIOS, *PORTABLE, WATCH*

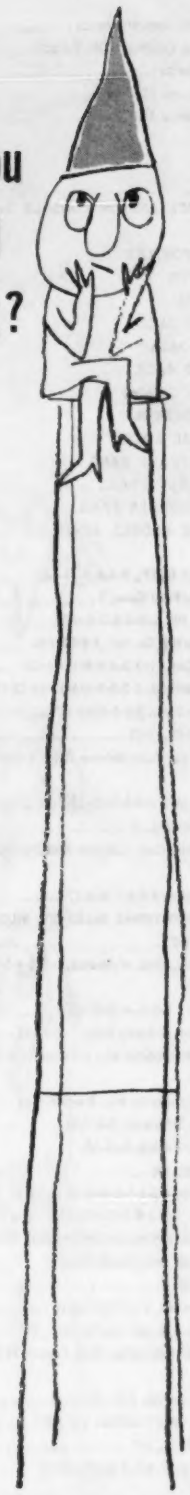
Matsushita Electric Corp. of America ..... 41 E 42nd St. New York 17, NY
Sampson Co., The, Electronics Div. (Hitachi) ..... 2244 S Western Ave. Chicago 8, Ill
Sony Corp. of America ..... 514 Broadway, New York 12, NY
Transistor World Corp. (Toshiba) ..... 52 Broadway, New York 4, NY
Westclox Div. General Time Corp ..... LaSalle, Ill

RADIOS, *TABLE AND/OR CONSOLE* See Also: COMBINATIONS, *End of This Section*

1. *TRANSISTORIZED*
2. *TUBE-TYPE*
3. *CORDLESS*
4. *SPEAKER JACK*
5. *STEREO JACK*
6. *FINISHED BACK*
7. *VERNIER TUNING*
8. *TONE CONTROLS*
9. *FM SIGNAL LOCK*
10. *W/SHORTWAVE BAND*
11. *FM MODELS AVAIL.*
12. *AM/FM MODELS AVAIL.*
13. *CONSOLE MODELS AVAIL.*

ADMIRAL SALES CORP., 2-6-8-9-11-12,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
Arvin Industries Inc., 2-4-5-6-7-8-9-12 ..... Columbus, Ind
Automotive Radio Mfg. Co. Inc., 1-4-5-6-7-11 ..... 122 Brookline Ave. Boston, Mass
Channel Master Corp., 1-2-3-4-6-8-10-11-12 ..... Ellenville, NY
Delmonico International, 1-2-3-4-5-8-10-11-12-13 . 120-20 Roosevelt Ave. Corona 68, L. I. NY
Du Mont Emerson Corp., 2-6-8-9-11-12 ..... 680 5th Ave. New York 19, NY
Flush Wall Radio Co., 1-11 ..... 1012 Cleveland St. Clearwater, Fla
General Electric Co. Radio Receiver Dept., 6-7-8-11-12
1001 Broad St. Utica, NY
Granco Products Inc., 2-4-8-9-11-12 ..... 83-30 Kew Gardens Rd. Kew Gardens, NY
Guild Radio & TV Corp., 2 ..... 460 N Eucalyptus Ave. Inglewood 3, Cal
Hoffman Electronics Corp. Consumer Products Dept., 1-7
426 W College St. Los Angeles 12, Cal
Magnavox Co., 1-2-3-4-5-6-7-8-9-12 ..... Buetar Rd. Fort Wayne 4, Ind
MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 2-3-4-5-7-8-9-10-12-13,
Adv Pgs 131, 132 ..... 743 N La Salle St. Chicago 10, Ill
Matsushita Electric, Corp. of America, 1-2-3-4-5-6-7-8-9-10-11-12
41 E 42nd St. New York 17, NY
Mishan & Sons, E., 1-2-3-4-10-11-12 ..... 6 W 28th St. New York 1, NY
Morse Sewing Mach. & Supply Corp., 1-4-10-12 ..... 122 W 26th St. New York 1, NY
Motorola Consumer Products Inc., 1-2-3-6-7-8-9-11-12
9401 W Grand Ave. Franklin Park, Ill
North American Philips Co. Inc., 2-4-5-7-9-12 ..... 100 E 42nd St. New York 17, NY
Olympic Radio & Television, 2-6-7-12 ..... 34-01 38th Ave. Long Island City 1, NY
PHILCO CORP., 2-6-7-8-9-11-12,
Adv Pgs 95, 102, 136 ..... Tioga & "C" Sts. Philadelphia 34, Pa
Pickens Radio Corp., 2-4-5-6-8-9-10-11-12-13 .... 64-01 Woodside Ave. Woodside 77, NY
RCA Sales Corp., 1-2-3-6-7-8-9-11-12 ..... 600 North Sherman Dr. Indianapolis 1, Ind
Sampson Co., The, Electronics Div. (Hitachi), 2-7... 2244 S Western Ave. Chicago 8, Ill
SARKES TARZIAN INC., 2-6-7-11-12,
Adv Pgs 133, 134 ..... E Hillside Dr. Bloomington, Ind
Sony Corp. of America, 1-3-7-8-9-10-12 ..... 514 Broadway, New York 12, NY
Sparton of Canada Ltd. Sub. Sparton Corp., 2-6 ..... Jackson, Mich
Sylvania Electric Products Inc. Home Electronics Div., 2-4-5-6-7-8-11-12
700 Ellicott St. Batavia, NY
Telotone Co. of America, 2-11-12 ..... 1668 Webster Ave. New York 57, NY
Transistor World Corp. (Toshiba), 1-2-3-6-7-10 ..... 52 Broadway, New York 4, NY
Trav-Ler Radio Corp., 2-7 ..... 571 W Jackson Blvd. Chicago 6, Ill
Videola-Erie Corp., 2-4-5-7-8-9-11-12-13 ..... 75 Front St. Brooklyn 1, NY
Webcor Inc., 1-3 ..... 5610 W Bloomingdale, Chicago 39, Ill
Westinghouse Electric Corp. Radio & TV Div., 2-4-6-7-8-9-11-12
Metuchen, NJ
Zenith Sales Corp., 1-2-3-4-6-7-8-11-12 ..... 6001 W Dickens, Chicago 39, Ill

Have you stopped learning?



One of the greatest of all British statesmen, it is said, read all of Gibbons' "Decline and Fall of the Roman Empire" in the time intervals of waiting for his wife to dress for dinner.

Once a busy man feels the urgency to learn – and to keep learning – it's remarkable how he somehow manages to find the time and place to do it.

Today, in business and industry, ignorance is the most extravagant bliss anyone can pretend to enjoy. And startingly enough, it is only when a man really starts to read that he realizes how much there is to learn . . . how fantastically fast the world is moving . . . the supersonic speed of engineering and technology . . . and that just to keep pace with his present job, he must read regularly and well.

If he had to spend countless hours seeking out that which would be most useful in his work, the going might be rough. But, happily, this herculean task has already been accomplished . . . and conspicuously well by McGraw-Hill specialized magazines that span almost every field and function.

Your very own publication, for instance, that you are reading right now. Read it inquisitively. Read it imaginatively. Pass it along to your fellows, tell them how much you get out of it.

Men who read more . . . earn more!

TAPE RECORDERS, *BUSINESS TYPE*

1. *15/16 IPS*
2. *1-7/8 IPS*
3. *3-3/4 IPS*
4. *DUAL SPEED*
5. *SINGLE TRACK*
6. *DUAL TRACK*
7. *W/FOOT CONTROLS*
8. *BATTERY OPERATED*
9. *W/SPEAKER*
10. *W/O SPEAKER*

American Geloso Electronics Inc., 1-2-3-4-6-7-8-9	251 Park Ave. S New York 10, NY
Delmonico International, 2-3-5-8-9	120-20 Roosevelt Ave. Corona 68, L. I. NY
Du Mont Emerson Corp., 2-3-4-6-8-9	680 5th Ave. New York 19, NY
Hoffman Electronics Corp. Consumer Products Dept., 2-3-4-8-9	426 W College St. Los Angeles 12, Cal
MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 3-6-8-9, Adv Pgs 131, 132	**743 N La Salle St. Chicago 10, Ill**
Mohawk Business Machines Corp., 2-3-6-7-8-9-10	944 Halsey St. Brooklyn 33, NY
Morse Sewing Mach. & Supply Corp., 2-3-4-6-8-9	122 W 26th St. New York 1, NY
North American Philips Co. Inc., 2-5-7-9	100 E 42nd St. New York 17, NY
Sampson Co., The, Electronics Div. (Hitachi), 2-3-4-6-8-10	2244 S Western Ave. Chicago 8, Ill
Standard Sewing Equip. Corp	76 Ninth Ave. New York 11, NY
STUART & CO. INC., MATTHEW, 2-6-8-9, Adv Pg 130	**156 5th Ave. New York 10, NY**
Turning Corp. of America	34 Park Row, New York 38, NY
Webcor Inc., 8	5610 W Bloomingdale, Chicago 39, Ill

TAPE RECORDERS, *MUSIC, MONAURAL*

1. *SINGLE TRACK*
2. *DUAL TRACK*
3. *FOUR TRACK*
4. *1-7/8 IPS*
5. *3-3/4 IPS*
6. *7-1/2 IPS*
7. *1-7/8 & 3-3/4 IPS*
8. *3-3/4 & 7-1/2 IPS*
9. *THREE SPEED*
10. *BATTERY-OPERATED*
11. *AUTOMATIC TAPE REVERSAL*
12. *INPUT JACKS*
13. *OUTPUT JACKS*
14. *SAFETY RECORD INTERLOCK*

American Concertone Div. Astro - Science Corp	9449 W Jefferson Blvd. Culver City, Cal
American Geloso Electronics Inc., 2-4-9-12-13-14	251 Park Ave. S New York 10, NY
Ampex Audio Co. Div. Ampex Corp	1020 Kifer Rd. Sunnyvale, Cal
Bell & Howell Co	7100 McCormick Rd. Chicago 45, Ill
BELL SOUND DIV. THOMPSON RAMO WOOLDRIDGE INC., 2-8-12-13-14, Adv Pgs 100, 101	**555 Marion Rd. Columbus 7, Ohio**
Du Mont Emerson Corp., 2-3-4-5-6-7-8-9-12-13-14	680 5th Ave. New York 19, NY
MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 3-9-12-13-14, Adv Pgs 131, 132	**743 N La Salle St. Chicago 10, Ill**
Mishan & Sons, E., 1-4-5-10-12-13	6 W 26th St. New York 1, NY
Mohawk Business Machines Corp., 2-5-10	944 Halsey St. Brooklyn 33, NY
Morse Sewing Mach. & Supply Corp., 2	122 W 26th St. New York 1, NY
Pentron Sales Co. Inc., The	777 S Tripp Ave. Chicago 24, Ill
RCA Sales Corp., 2-5-12-13-14	600 N Sherman Dr. Indianapolis 1, Ind
Revere Camera Co	320 E 21st St. Chicago 16, Ill
Standard Sewing Equip. Corp	76 Ninth Ave. New York 11, NY
STUART & CO. INC., MATTHEW, 2-4-5, Adv Pg 130	**156 5th Ave. New York 10, NY**
Tandberg of America Inc., 2-3-4-5-6-7-8-9-12-13	8 3rd Ave. Pelham, NY
Trav-Ler Radio Corp., 1-2-3-4-5-6-8-12-13-14	571 W Jackson Blvd. Chicago 6, Ill
Turning Corp. of America	34 Park Row, New York 38, NY
V-M CORP., 1-2-3-8-12-13-14, Adv Pgs 119-126	**305 Territorial, Benton Harbor, Mich**
Webcor Inc., 2-3-4-5-6-14	5610 W Bloomingdale, Chicago 39, Ill
Webster Electric Electronics Div	1900 Clark St. Racine, Wis

TAPE RECORDERS, *MUSIC, STEREO RECORD, STEREO PLAY*

1. *DUAL TRACK RECORD, FOUR TRACK PLAY*
2. *DUAL TRACK RECORD & PLAY*
3. *FOUR TRACK RECORD & PLAY*
4. *1-7/8 IPS*
5. *3-3/4 IPS*
6. *7-1/2 IPS*
7. *1-7/8 & 3-3/4 IPS*
8. *3-3/4 & 7-1/2 IPS*
9. *THREE SPEED*
10. *BATTERY-OPERATED*
11. *AUTOMATIC TAPE REVERSAL*
12. *INPUT JACKS*
13. *OUTPUT JACKS*
14. *SAFETY RECORD INTERLOCK*

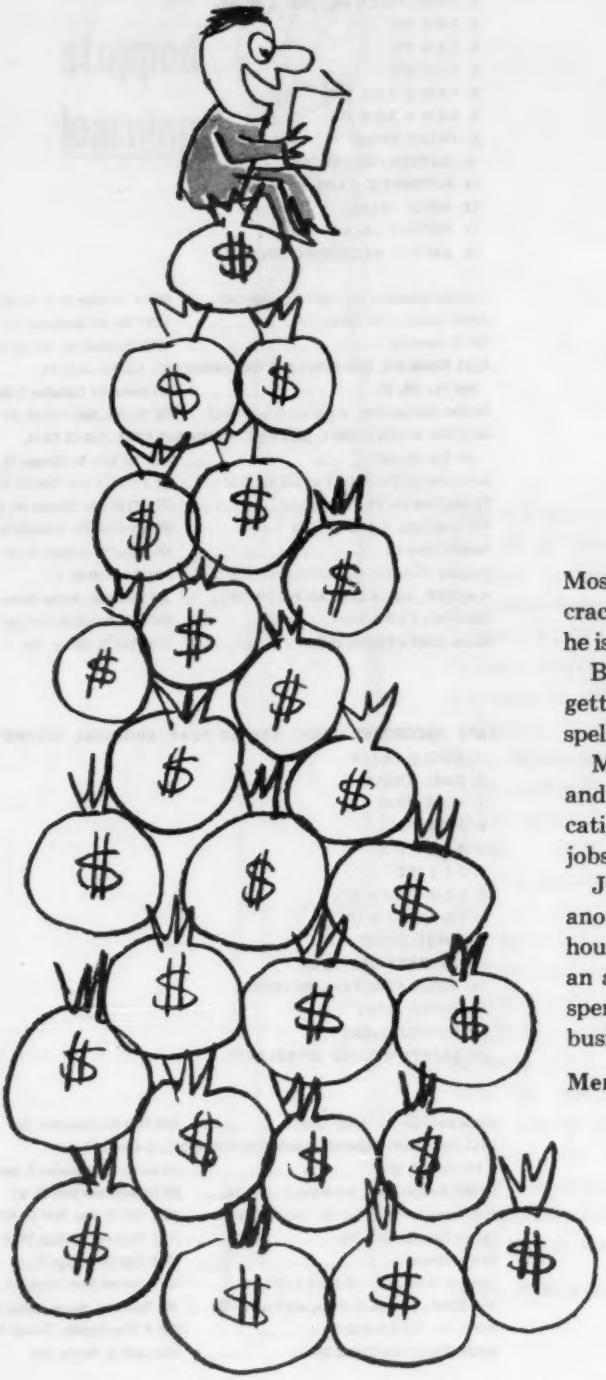
American Concertone Div. Astro - Science Corp	9449 W Jefferson Blvd. Culver City, Cal
Ampex Audio Co. Div. Ampex Corp	1020 Kifer Rd. Sunnyvale, Cal
Bell & Howell Co	7100 McCormick Rd. Chicago 45, Ill
BELL SOUND DIV. THOMPSON RAMO WOOLDRIDGE INC., 1-2-3-8-12-13-14, Adv Pgs 100, 101	**555 Marion Rd. Columbus 7, Ohio**
Du Mont Emerson Corp., 1-2-3-4-5-6-9-12-13-14	680 5th Ave. New York 19, NY
MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 3-8-12-13-14, Adv Pgs 131, 132	**743 N La Salle St. Chicago 10, Ill**
North American Philips Co. Inc., 3-9-12-13-14	100 E 42nd St. New York 17, NY
Pentron Sales Co. Inc., The	777 S Tripp Ave. Chicago 24, Ill
RCA Sales Corp., 1-5-11-12-13-14	600 N Sherman Dr. Indianapolis 1, Ind
Revere Camera Co	320 E 21st St. Chicago 16, Ill
Tandberg of America Inc., 3-4-5-6-8-9-12-13	8 3rd Ave. Pelham, NY
V-M CORP., 3-8-12-13-14, Adv Pgs 119-126	**305 Territorial, Benton Harbor, Mich**
Webcor Inc., 2-3-4-5-6-14	5610 W Bloomingdale, Chicago 39, Ill
Webster Electric Electronics Div	1900 Clark St. Racine, Wis

TAPE RECORDERS, *MUSIC, STEREO PLAY, MONAURAL RECORD*

1. *SINGLE TRACK*
2. *DUAL TRACK*
3. *FOUR TRACK*
4. *1-7/8 IPS*
5. *3-3/4 IPS*
6. *7-1/2 IPS*
7. *1-7/8 & 3-3/4 IPS*
8. *3-3/4 & 7-1/2 IPS*
9. *THREE SPEED*
10. *BATTERY-OPERATED*
11. *AUTOMATIC TAPE REVERSAL*
12. *INPUT JACKS*
13. *OUTPUT JACKS*
14. *SAFETY RECORD INTERLOCK*

Ampex Audio Co. Div. Ampex Corp	1020 Kifer Rd. Sunnyvale, Cal
BELL SOUND DIV. THOMPSON RAMO WOOLDRIDGE INC., 2-3-8-12-13-14, Adv Pgs 100, 101	**555 Marion Rd. Columbus 7, Ohio**
Du Mont Emerson Corp., 2-3-4-5-6-9-12-13-14	680 5th Ave. New York 19, NY
North American Philips Co. Inc., 3-6-9-12-13-14	100 E 42nd St. New York 17, NY
Pentron Sales Co. Inc., The	777 S Tripp Ave. Chicago 24, Ill
Revere Camera Co	320 E 21st St. Chicago 16, Ill
Trav-Ler Radio Corp., 1-2-3-5-6-8-12-13	571 W Jackson Blvd. Chicago 6, Ill
V-M CORP., 1-2-3-8-12-13-14, Adv Pgs 119-126	**305 Territorial, Benton Harbor, Mich**
Webcor Inc., 2-3-4-5-6-10-14	5610 W Bloomingdale, Chicago 39, Ill
Webster Electric Electronics Div	1900 Clark St. Racine, Wis

Men who read more ...earn more!



Most of us recall at least one classmate who "never cracked a book", but somehow got by. Wonder where he is today?

Because today, in business and industry, "just getting by" isn't good enough. Sooner or later it spells defeat.

Men who "do crack a book", regularly and well . . . and particularly the McGraw-Hill specialized publication that is edited selfishly for them . . . do their jobs better, get ahead faster.

Just recently, for example, a fascinating study in another field showed that the men who invested five hours a week in reading business magazines earned an average of 75 percent more than those men who spent only an hour in reading. It makes sense in your business, too . . . doesn't it?

Men who read more . . . earn more!

TELEVISION, *PORTABLE*

1. *17-INCH MODELS*
2. *19-INCH MODELS*
3. *DIPOLE ANTENNA*
4. *MONOPOLE ANTENNA*
5. *UHF MODELS AVAIL.*
6. *ADAPTABLE TO UHF*
7. *ON/OFF/VOL. REMOTE CONTROL AVAIL.*
8. *FULL-FUNCTION REMOTE CONTROL AVAIL.*
9. *TIME, OR "SLEEP" SWITCH*
10. *FRONT CONTROLS*
11. *FRONT SPEAKERS*
12. *EARPHONE JACK*

ADMIRAL SALES CORP., 2-4-5-6-7-8-10-11-12,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
Delmonico International, 2-4 ..... 120-20 Roosevelt Ave. Corona 68, L. I. NY
Du Mont Emerson Corp., 2-3-5-7-8-10-11 ..... 680 5th Ave. New York 19, NY
General Electric Co., Television Receiver Dept., 2-3-4-5-8-10-11
Electronic Park, Syracuse, NY
Hi-Lo Mfg. Corp., 3-4..... 1122 W Newport Ave. Chicago 13, Ill
Magnavox Co., 2-3-5-8-10-11 ..... Buster Rd. Fort Wayne 4, Ind
Motorola Consumer Products Inc., 1-2-4-5-6-10-11 9401 W Grand Ave. Franklin Park, Ill
Olympic Radio Television, 2-3-4-5 ..... 34-01 38th Ave. Long Island City 1, NY
PHILCO CORP., 1-2-3-4-5-7-8-10-11,
Adv Pgs 95, 102, 136 ..... Tioga & "C" Sts. Philadelphia 34, Pa
RCA Sales Corp., 1-2-3-4-5-6-8-10-11 ..... 600 N Sherman Dr. Indianapolis 1, Ind
Setchell - Carlson Inc ..... New Brighton, St. Paul 12, Minn
Sparton of Canada Ltd. Sub. Sparton Corp., 1-3-10-11 Jackson, Mich
Sylvania Electric Products Inc. Home Electronics Div., 1-2-3-4-5-6-10-11
700 Ellicott St. Batavia, NY
Symphonic Radio & Electronic Corp., 2-3-4-5-6-10-11
10 Columbus Circle, New York 19, NY
Trav-Ler Radio Corp., 1-2-3-4-5-6-8-10-11 ..... 571 W Jackson Blvd. Chicago 6, Ill
Westinghouse Electric Corp. Radio & TV Div., 2-3-4-5-6-10
Metuchen, NJ
Zenith Sales Corp., 2-3-4-5-6-7-8-9-10-11-12 .... 6001 W Dickens, Chicago 39, Ill

TELEVISION, *PORTABLE, BATTERY-OPERATED*

Delmonico International ..... 120-20 Roosevelt Ave. Corona 68, L. I. NY
Du Mont Emerson Corp..... 680 5th Ave. New York 19, NY
Motorola Consumer Products Inc..... 9401 W Grand Ave. Franklin Park, Ill
PHILCO CORP., Adv Pgs 95, 102, 136 ..... Tioga & "C" Sts. Philadelphia 34, Pa
Sony Corp. of America ..... 514 Broadway, New York 12, NY

TELEVISION, *TABLE OR CONSOLETTES, B & W* See *Also:* COMBINATIONS, *End of This Section*

1. *17-INCH MODELS*
2. *19-INCH MODELS*
3. *21-INCH MODELS*
4. *23-INCH MODELS*
5. *24-INCH MODELS*
6. *DIPOLE ANTENNA*
7. *MONOPOLE ANTENNA*
8. *UHF MODELS AVAIL.*
9. *ADAPTABLE TO UHF*
10. *ON/OFF/VOL. REMOTE CONTROL AVAIL.*
11. *FULL-FUNCTION REMOTE CONTROL AVAIL.*
12. *TIME, OR "SLEEP" SWITCH*
13. *FRONT CONTROLS*
14. *FRONT SPEAKERS*
15. *EARPHONE JACK*

ADMIRAL SALES CORP., 2-4-8-9-10-11-13-14,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
Du Mont Emerson Corp., 2-4-6-8-10-11-13-14 ..... 680 5th Ave. New York 19, NY
General Electric Co., Television Receiver Dept., 2-4-8-11-13-14
Electronics Park, Syracuse, NY
Hi-Lo Mfg. Corp., 6-7..... 1122 W Newport Ave. Chicago 13, Ill
Magnavox Co., 2-4-6-8-11-13-14 ..... Buster Rd. Fort Wayne 4, Ind
MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 4-8-9-11,
Adv Pgs 131, 132 ..... 743 N La Salle St. Chicago 10, Ill
Motorola Consumer Products Inc., 1-2-3-4-7-8-9-10-11-13-14
9401 W Grand Ave. Franklin Park, Ill
Olympic Radio & Television, 2-3-4-8-11-13-14 ..... 34-01 38th Ave. Long Island City 1, NY
PHILCO CORP., 2-4-6-7-8-10-13-14,
Adv Pgs 95, 102, 136 ..... Tioga & "C" Sts. Philadelphia 34, Pa
RCA Sales Corp., 4-8-9-11-13-14 ..... 600 N Sherman Dr. Indianapolis 1, Ind
Sparton of Canada Ltd. Sub. Sparton Corp., 1-3-6-13-14
Jackson, Mich
Sylvania Electric Products Inc. Home Electronics Div., 1-2-4-6-7-8-9-13-14
700 Ellicott St. Batavia, NY
Symphonic Radio & Electronic Corp., 4-8-9..... 10 Columbus Circle, New York 19, NY
Trav-Ler Radio Corp., 4-8-9-13-14 ..... 571 W Jackson Blvd. Chicago 6, Ill
Westinghouse Electric Corp. Radio & TV Div., 4-6-7-8-9-10-13-14
Metuchen, NJ
Zenith Sales Corp., 1-2-3-4-6-7-8-9-10-11-12-13-14-15
6001 W Dickens, Chicago 39, Ill

TELEVISION, *CONSOLES, B & W*

1. *19-INCH MODELS*
2. *23-INCH MODELS*
3. *24-INCH MODELS*
4. *27-INCH MODELS*
5. *UHF MODELS AVAILABLE*
6. *ADAPTABLE TO UHF*
7. *ON/OFF/VOLUME REMOTE CONTROL AVAIL.*
8. *FULL-FUNCTION REMOTE CONTROL AVAIL.*
9. *TIME, OR "SLEEP" SWITCH*
10. *CONTEMPORARY STYLING*
11. *EARLY AMERICAN STYLING*
12. *FAR EASTERN STYLING*
13. *PROVINCIAL STYLING*
14. *SCANDINAVIAN STYLING*
15. *TRADITIONAL STYLING*
16. *INPUT SPEAKER JACK*

ADMIRAL SALES CORP., 1-2-5-6-7-8-10-11-13-14-15,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
Capehart Corp ..... 216 W 14th St. New York 11, NY
Du Mont Emerson Corp., 2-3-4-5-7-8-10-11-13-14-15-16
680 5th Ave. New York 19, NY
General Electric Co., Television Receiver Dept., 2-5-8-10-11-13-14
Electronics Park, Syracuse, NY
Magnavox Co., 2-3-4-5-8-10-11-12-13-14-15-16.... Buster Rd. Fort Wayne 4, Ind
Motorola Consumer Products Inc., 1-2-5-6-7-8-10-11-12-13-14-15
9401 W Grand Ave. Franklin Park, Ill
Olympic Radio & Television, 2-3-5-8-10-11-13-14-15 34-01 38th Ave. Long Island City 1, NY
PHILCO CORP., 2-5-6-8-10-11-12-13-14-15,
Adv Pgs 95, 102, 136 ..... Tioga & "C" Sts. Philadelphia 34, Pa
RCA Sales Corp., 2-5-6-8-10-11-12-13-14-15 ..... 600 N Sherman Dr. Indianapolis 1, Ind
Setchell - Carlson Inc ..... New Brighton, St. Paul 12, Minn
Sparton of Canada Ltd. Sub. Sparton Corp., 2-10-15-16
Jackson, Mich
Sylvania Electric Products Inc. Home Electronics Div., 2-5-6-10-11-13-14-15-16
700 Ellicott St. Batavia, NY
Symphonic Radio & Electronic Corp., 2-5-6-10-11-14
10 Columbus Circle, New York 19, NY
Trav-Ler Radio Corp., 2-5-6-8-10-11-13 ..... 571 W Jackson Blvd. Chicago 6, Ill
Metuchen, NJ
Westinghouse Electric Corp. Radio & TV Div., 2-5-6-7-8-10-11-12-13-14-15
Metuchen, NJ
Zenith Sales Corp., 1-2-5-6-7-8-9-10-11-12-14-15-16
6001 W Dickens, Chicago 39, Ill

Another good reason for **Confidence in a growing America**



YOUR FUTURE RIDES HIGH ON THIS CURVE!

If you're uncertain about what lies ahead, take a good look at the white line. It represents America's past production rate and economists' estimates of future production, with the peaks and valleys smoothed out. Over the long pull the curve keeps rising.

In fact, American production more than doubles every 20 years.

You can expect even faster growth during the Sixties. Because at the present rate, the $12 billion a year we're spending on research and development may well reach $22 billion by 1971. The outpouring of new products and processes will be in proportion. Research is the fountainhead of progress. Ready now are such innovations as foods preserved by radiation, cleaning with sound waves, machines that can translate foreign languages, and solid radio sets without wires. And many more are on the way.

Judging by past experience, two million more businesses will be established to make and distribute our growing production during the next 25 years. Whole industries will emerge to turn out the new products that are coming from the laboratories. America has a brilliant future but to realize it fully, we must all work together for the common good.

THE PROMISE OF AMERICA

FREE—*Write for illustrated booklet, "The Promise of America." Box 10, New York 18, N. Y.*

GET READY FOR AN UPSWING!

MORE RESEARCH—We're now spending $12 billion a year—and that's expected to double during the Sixties!

MORE INCOME—Today's $6500 average per family represents an all-time high!

MORE SAVINGS—Now at the highest level ever—net savings of individuals exceed $375 billion!

MORE JOBS—Despite unemployment there are 15 million more jobs than in 1939—will be 22 million more by 1975!

MORE EDUCATION—By 1970 we'll have 20 million more high school graduates than today, and 3 million more college graduates. They'll earn more, live better!

MORE LEISURE—40 million Americans get paid vacations and there are 16 million people over 65, many of them with retirement income to spend!

MORE MARKETS—U.S. exports, plus output on U.S.-owned plants overseas, already account for over $50 billion in sales!

MORE NEEDS—Schools, hospitals, highways, homes—we need billions in improvements right now, and the need keeps growing!

ADVERTISING COUNCIL PUBLIC SERVICE

TELEVISION, *COLOR, 21-INCH*

1. *TABLE MODELS*
2. *CONSOLETTES*
3. *CONSOLES*
4. *W/REMOTE CONTROL*
5. *W/FM TUNER*

ADMIRAL SALES CORP., 1-2-3,	
Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Du Mont Emerson Corp., 3-4-	680 5th Ave. New York 19, NY
General Electric Co., Television Receiver Dept., 2-3	Electronics Park, Syracuse, NY
Magnavox Co., 3	Buster Rd. Fort Wayne 4, Ind
Olympic Radio & Television, 3	34-01 38th Ave. Long Island City 1, NY
RCA Sales Corp., 1-2-3-4	600 N Sherman Dr. Indianapolis 1, Ind

RADIO-PHONOGRAPHS, *PORTABLES*

1. *AM TUNERS*
2. *FM TUNERS*
3. *AM/FM TUNERS*
4. *MONAURAL*
5. *STEREO, SELF-CONTAINED*
6. *STEREO, REMOTE SPEAKERS*

ADMIRAL SALES CORP., 1-4,	
Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Arvin Industries Inc., 1-2-4	Columbus, Ind
Capitol Records Inc., 3-5-6	Hollywood & Vine, Hollywood 23, Cal
Du Mont Emerson Corp., 1-2-3-5	680 5th Ave. New York 19, NY
General Dynamics/Electronics, 3-5	1400 N Goodman St. Rochester, NY
North American Philips Co. Inc., 1-4-6	100 E 42nd St. New York 17, NY
Olympic Radio & Television, 1-4	34-01 38th Ave. Long Island City 1, NY
RCA Sales Corp., 4-5	600 N Sherman Dr. Indianapolis 1, Ind
Sparton of Canada Ltd. Sub. Sparton Corp., 1-4	Jackson, Mich
Sylvania Electric Products Inc. Home Electronics Div., 3-5-6	700 Ellicott St. Batavia, NY
Symphonic Radio & Electronic Corp., 1-3-4-5-6	10 Columbus Circle, New York 19, NY
Teletone Co. of America, 4-5-6	1668 Webster Ave. New York 57, NY
Trav-Ler Radio Corp., 3-5	571 W Jackson Blvd. Chicago 6, Ill
Videola-Erie Corp., 3-5	75 Front St. Brooklyn 1, NY
WATERS CONLEY CO. INC., 3-5-6, Adv Pg 136	**645 N Michigan Blvd. Chicago, Ill**
Webcor Inc., 3-4-5	5610 W Bloomingdale, Chicago 39, Ill

RADIO-PHONOGRAPHS, *TABLE/CONSOLETTES*

1. *AM TUNERS*
2. *FM TUNERS*
3. *AM/FM TUNERS*
4. *MONAURAL*
5. *STEREO, SELF-CONTAINED*
6. *STEREO, REMOTE SPEAKERS*

Du Mont Emerson Corp., 1-2-3-5	680 5th Ave. New York 19, NY
Flush Wall Radio Co., 1-3	1012 Cleveland St. Clearwater, Fla
GENERAL ELECTRIC CO. AUDIO PRODUCTS SECTION, 3-5,	
Adv Pgs 128, 129	**2200 N 22nd St. Decatur, Ill**
Guild Radio & TV Corp., 1-3-4-5	460 N Eucalyptus Ave. Inglewood 3, Cal
Magnavox Co., 3-5	Buster Rd. Fort Wayne 4, Ind
MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 3-5,	
Adv Pgs 131, 132	**743 N La Salle St. Chicago 10, Ill**
North American Philips Co. Inc., 3-4-5	100 E 42nd St. New York 17, NY
Sparton of Canada Ltd. Sub. Sparton Corp., 1-2-3-4-5-6	Jackson, Mich
Symphonic Radio & Electronic Corp., 1-3-5	10 Columbus Circle, New York 19, NY
Videola-Erie Corp., 3-5	75 Front St. Brooklyn 1, NY
WATERS CONLEY CO. INC., 3-5, Adv Pg 136	**645 N Michigan Blvd. Chicago, Ill**

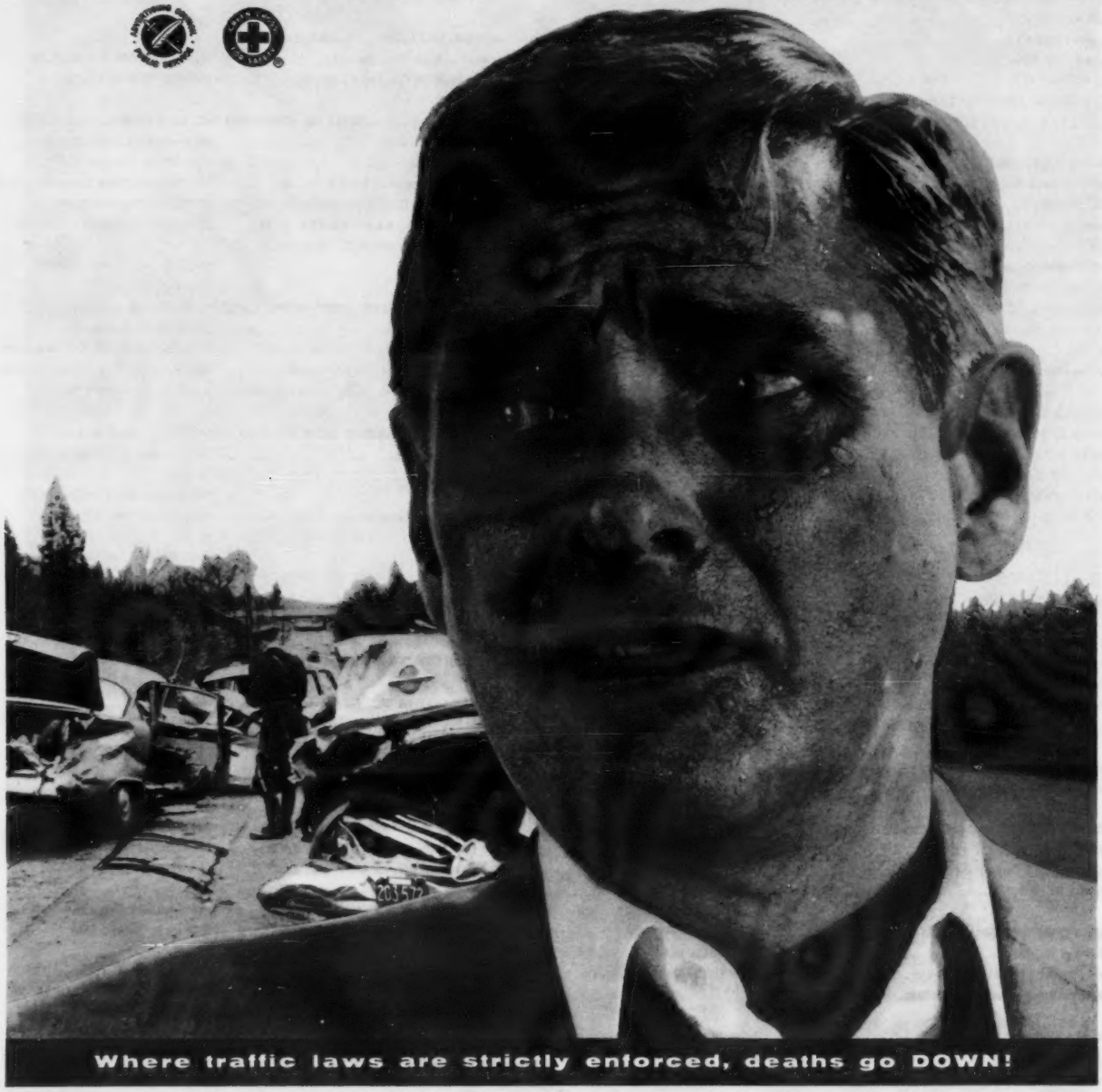
RADIO-PHONOGRAPHS, *CONSOLES*

1. *AM TUNERS*
2. *FM TUNERS*
3. *AM/FM TUNERS*
4. *STEREO, SELF-CONTAINED*
5. *STEREO, REMOTE SPEAKERS*
6. *W/TAPE DECK*
7. *W/TAPE INPUT JACK*
8. *W/MULTIPLEXING JACK*
9. *W/REVERBERATION*
10. *ADAPTABLE TO REVERB.*
11. *CONTEMPORARY STYLING*
12. *EARLY AMERICAN STYLING*
13. *FAR EASTERN STYLING*
14. *PROVINCIAL STYLING*
15. *SCANDINAVIAN STYLING*
16. *TRADITIONAL STYLING*

ADMIRAL SALES CORP., 1-3-4-5-9-14-15-16,	
Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Ampex Audio Co. Div. Ampex Corp	1020 Kifer Rd. Sunnyvale, Cal
BELL SOUND DIV. THOMPSON RAMO WOOLDRIDGE INC., 3-4-5-6-7-8-10-11-12-14-15-16,	
Adv Pgs 100, 101	**555 Marion Rd. Columbus 7, Ohio**
Capehart Corp	216 W 14th St. New York 11, NY
Delmonico International, 3-4-7-8-11	120-20 Roosevelt Ave. Corona 68, L. I. NY
Du Mont Emerson Corp., 1-2-3-4-9-11-12-14-15-16	680 5th Ave. New York 19, NY
Fisher Radio Corp., 3-4-6-7-8-9-10-11-12-14	21-21 44th Dr. Long Island City 1, NY
General Dynamics/Electronics, 3-4-5-7-8-10-11-12-13-14-15-16	1400 N Goodman St. Rochester, NY
GENERAL ELECTRIC CO. AUDIO PRODUCTS SECTION, 3-4-5-7-8-9-11-12-16,	
Adv Pgs 128, 129	**2200 N 22nd St. Decatur, Ill**
Granco Products Inc., 4-7-11-14-16	83-30 Kew Gardens Rd. Kew Gardens, NY
Guild Radio & TV Corp., 3-4-8-9-10-12	460 N Eucalyptus Ave. Inglewood 3, Cal
Magnavox Co., 3-4-7-8-10-11-12-13-14-15-16	Buster Rd. Fort Wayne 4, Ind
MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 3-4-6-7-8-10-11,	
Adv Pgs 131, 132	**743 N La Salle St. Chicago 10, Ill**
Motorola Consumer Products Inc., 3-4-7-8-9-11-12-13-14-15-16	9401 W Grand Ave. Franklin Park, Ill
North American Philips Co. Inc., 3-4-6-7-10-11	100 E 42nd St. New York 17, NY
Olympic Radio & Television, 1-3-4-8-11-12-13-14-15-16	34-01 38th Ave. Long Island City 1, NY
PHILCO CORP., 7-8-10-11-12-14-15-16,	
Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Pickens Radio Corp., 3-4-9-11	64-01 Woodside Ave. Woodside 77, NY
RCA Sales Corp., 3-4-5-7-8-11-12-14-15-16	600 N Sherman Dr. Indianapolis 1, Ind
SARKES TARZIAN INC., 1-2-3-5-6-8-11-12-15,	
Adv Pgs 133, 134	**E Hillside Dr. Bloomington, Ind**
Sparton of Canada Ltd. Sub. Sparton Corp., 1-2-3-4-5-11-16	Jackson, Mich
Sylvania Electric Products Inc. Home Electronics Div., 3-4-5-11-12-14-15-16	700 Ellicott St. Batavia, NY
Symphonic Radio & Electronic Corp., 1-3-4-8-11-15	10 Columbus Circle, New York 19, NY
Trav-Ler Radio Corp., 3-4-11-12-14	571 W Jackson Blvd. Chicago 6, Ill
Uropa International Inc., 4-5-7	16 W 32nd St. New York 1, NY
V-M CORP., 3-4-6-7-11-15-16, Adv Pgs 119-126	**305 Territorial, Benton Harbor, Mich**
Videola-Erie Corp., 3-4-7-8-11-15-16	75 Front St. Brooklyn 1, NY
WATERS CONLEY CO. INC., 3-4-15, Adv Pg 136	**645 N Michigan Blvd. Chicago, Ill**
Webcor Inc., 1-2-3-4-6-12-14-15-16	5610 W Bloomingdale, Chicago 39, Ill
Westinghouse Electric Corp. Radio & TV Div., 3-4-7-8-9-11-12-13-14-15-16	Metuchen, NJ
Zenith Sales Corp., 3-4-5-9-11-12-14-15-16	6001 W Dickens, Chicago 39, Ill

"I wish I could have done something to help . . ."

You can do something about traffic accidents! Drive safely yourself—obey the law. Sure. But you can do a lot *more!* Traffic accidents affect *everybody.* Reducing them is a community problem. Its solution calls for systematic, organized effort and cooperation with public officials—for teamwork and leadership. Here is where *you* can help. Join with others who are working actively to promote safe driving and secure strict enforcement of all traffic laws. Make your influence count. *Support your local Safety Council!*



Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.

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1. *W/TAPE DECK*
2. *W/TAPE INPUT JACK*
3. *W/MULTIPLEXING JACK*
4. *W/REVERBERATION*
5. *ADAPTABLE TO REVERBERATION*
6. *UHF MODELS AVAIL.*
7. *ADAPTABLE TO UHF*
8. *CONTEMPORARY STYLING*
9. *EARLY AMERICAN STYLING*
10. *FAR EASTERN STYLING*
11. *PROVINCIAL STYLING*
12. *SCANDINAVIAN STYLING*
13. *TRADITIONAL STYLING*
14. *23-INCH PICTURE*

ADMIRAL SALES CORP., 6-8-9-11-13-14,
Adv Pgs Inside Front Cover, 1 ..... 3800 W Cortland St. Chicago 47, Ill
Delmonico International, 2-8-14 ..... 120-20 Roosevelt Ave. Corona 68, L. I. NY
Du Mont Emerson Corp., 6-8-9-11-12-13-14 ..... 680 5th Ave. New York 19, NY
Fisher Radio Corp., 1-2-3-4-5-7-8-11-14 ..... 21-21 44th Dr. Long Island City 1, NY
General Electric Co., Television Receiver Dept., 3-6-8-11-12-14
Electronics Park, Syracuse, NY
Magnavox Co., 2-3-5-6-8-9-10-11-12-13-14-15.... Buster Rd. Fort Wayne 4, Ind

MAJESTIC INTERNATIONAL SALES DIV. WILCOX-GAY CORP., 2-3-5-7-8-14,
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Motorola Consumer Products Inc., 2-3-4-6-7-8-9-13-14
9401 W Grand Ave. Franklin Park, Ill
Olympic Radio & Television, 3-6-8-9-10-11-12-13-14
34-01 38th Ave. Long Island City 1, NY

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Adv Pgs 95, 102, 136 ..... Tioga & "C" Sts. Philadelphia 34, Pa
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Symphonic Radio & Electronic Corp., 3-6-7-8-13-14 10 Columbus Circle, New York 19, NY
Trav-Ler Radio Corp., 6-7-8-11-14 ..... 571 W Jackson Blvd. Chicago 6, Ill
Videola-Erie Corp., 3-7-8-12-13-14 ..... 75 Front St. Brooklyn 1, NY
Zenith Sales Corp., 4-5-6-7-8-9-11-12-13-14 ..... 6001 W Dickens, Chicago 39, Ill

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1. *TABLE/CONSOLETTES*
2. *CONSOLES*
3. *UHF MODELS AVAIL.*
4. *ADAPTABLE TO UHF*
5. *AM TUNERS*
6. *FM TUNERS*
7. *AM/FM TUNERS*
8. *23-INCH PICTURE*
9. *24-INCH PICTURE*
10. *27-INCH PICTURE*

Magnavox Co., 1-2-3-6-8-9-10 ..... Buster Rd. Fort Wayne 4, Ind
Videola-Erie Corp., 4-7-8-9 ..... 75 Front St. Brooklyn 1, NY

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Guy Hobbs Inc ..... Dallastown, York County, Pa
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Philco Corp. Accessory Div ..... 445 E Tioga St. Philadelphia 34, Pa
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Tubes and Transistors
SARKES TARZIAN INC., Adv Pgs 133, 134 ..... East Hillside Dr. Bloomington, Ind
Television Tuners.
Sylvania Electric Products Inc ..... Emporium, Pa
Receiving tubes.
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Record cabinets, Tv tables. Custom Hi-Fi cabinets.

IT CAN HAPPEN HERE



"My dear son

I am so sorry you are going to have to live under Communism.

It seemed to come so quickly.

I didn't think their lies could win.

I guess we were so busy with other things.

Not enough of us spoke up for freedom when we had the chance."

You can speak up for freedom right now

Your dollars are needed to help build the American Freedom Center at Valley Forge. You can speak up for freedom by contributing Freedom Bricks.

The Freedom Center will provide research and library facilities for all individuals, groups and organizations seeking to defend and interpret the free American system. It will house the award-winning materials of over one million entries in Freedoms Foundation's eleven annual National Awards Programs.

Freedoms Foundation was founded in 1949 to help maintain the American Way and pass it on intact to each generation. You can strike an effective blow *against communism* by joining Freedoms Foundation's FOR AMERICANISM program. The Foundation is nonprofit, nonpartisan, nonsectarian. Membership is open to all patriots. Dwight D. Eisenhower is Honorary Chairman.

FREEDOMS FOUNDATION
VALLEY FORGE, PA.

Yes, I want to help build The American Freedom Center. Here is $_____ for _____ Freedom Bricks at $1 per brick.

I am enclosing $_____ as an additional contribution to make me a member of Freedoms Foundation.

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QUALITY

Stereophonic High-Fidelity Record Changers,

Phonographs and Tape Recorders . . . from V-M

the Voice of Music®

V-M

GENUINE . . . *not only in stereophonic reproduction but in fine-furniture cabinetry as well! These are the attributes of V-M Stereophonic High-Fidelity Console Phonographs. Only the finest of carefully selected woods* are used in the construction of these exquisite models. Each has an exciting distinctiveness certain to appeal to the most discerning, quality conscious buyer!*

***Each V-M console meets or exceeds rigid requirements of one or more of the following fine-furniture associations:**

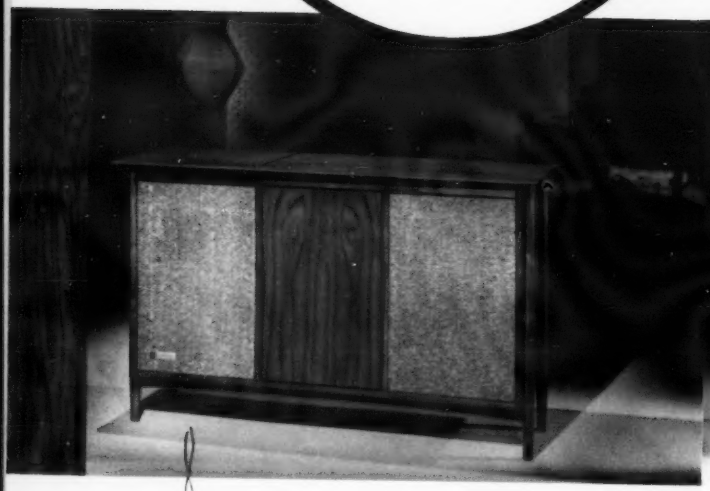
- THE MAHOGANY ASSOCIATION, INC.
- THE AMERICAN WALNUT MANUFACTURERS ASSOCIATION, INC.
- THE FINE HARDWOODS ASSOCIATION



V-M 'Stereo-Fidelis'® Stereophonic High-Fidelity Master Console—Model 1002-2

● Stereophonic Phonograph Stereophonic Tape Recorder FM-AM Radio Tuner Combination. A complete home music center in one magnificently integrated cabinet. 60 watts (peak) Power Output. Luxurious cabinetry is lifetime *Genuine Mahogany.*

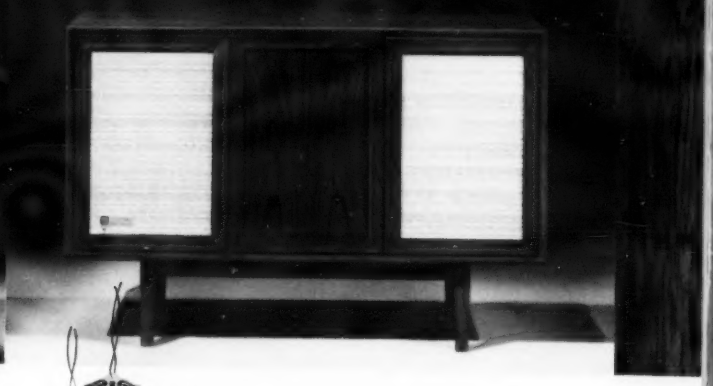
33″h. x 67″w. x 22⅝″d. . . . . **$1,125.00** LIST*



V-M Stereophonic High-Fidelity Console Phonograph—Model 816

● Superb in styling . . . magnificent in performance. Influenced by Danish Contemporary Styling. Distinctively V-M fashioned in *Genuine hand-rubbed Walnut.* Ample record storage space has unusual "touch latch" door. 40 watts (peak) Power Output. Space for V-M Accessory "Drop-in" Radio Tuner.

32″h. x 50½″w. x 18″d. . . . . **$350.00** LIST*



V-M Stereophonic High-Fidelity Console Phonograph—Model 812

● Impressive in appearance . . . inspiring to hear! Scandinavian Styling. *Genuine Walnut* cabinetry offers enduring charm. Also in *Genuine hand-rubbed "Sahara" Blonde Mahogany.* Convenient "Touch Latch" door to record storage space. Power Output: 40 watts (peak). 31½″h. x 46½″w. x 16½″d.

(Available with built-in FM-AM stereo radio tuner as Model 912-2)

Model 912-2	*Model 812*
WALNUT **$409.95** LIST*	WALNUT **$309.95** LIST*
BLONDE **$399.95** LIST*	BLONDE **$299.95** LIST*





V-M 'Stereo-Fidelis'® Stereophonic High-Fidelity Master Console—Model 1001-2

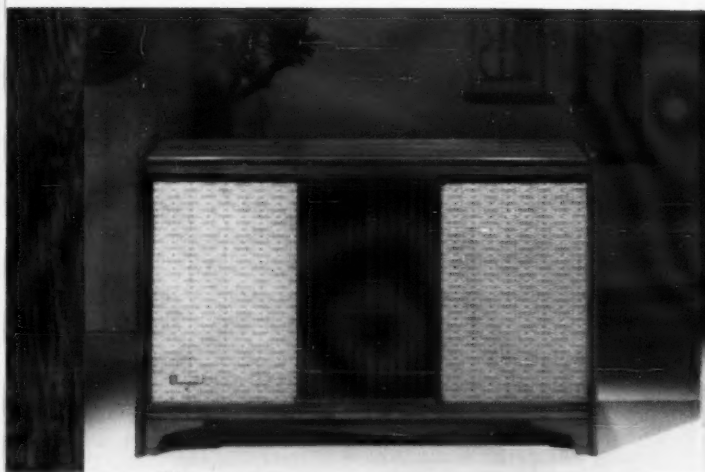
● Stereophonic Phonograph/Stereophonic Tape Recorder/FM-AM Radio Tuner Combination. A distinguished contemporary cabinet with precision-matched V-M quality components. Power Output: 60 watts (peak). In rich *Genuine Walnut* for ever-lasting beauty.

32"h. x 64"w. x 20½"d. . . . . **$1,125.00** LIST*

V-M Stereophonic High-Fidelity Console Phonograph—Model 817

● Lovely to look at . . . delightful to hear! Influenced by Traditional Provincial Styling. *Genuine Mahogany Cabinetry* offers 2 spacious Record Storage Compartments. Space for V-M Accessory "Drop-in" Radio Tuner. 40 watts (peak) Output Power.

33"h. x 48¼"w. x 17⅜"d. . . . . **$375.00** LIST*





V-M Stereophonic High-Fidelity Console Phonograph—Model 818

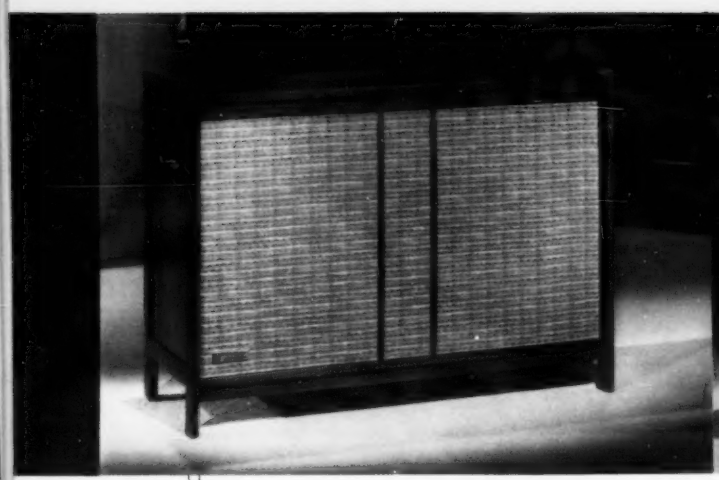
● A fusion of contemporary styling and a richly textured wood finish. Luxurious *Walnut* finished cabinetry constructed of lifetime *Genuine Hardwoods*. 20 watts (peak) Power Output. Space for V-M Accessory "Drop-in" Radio Tuner.

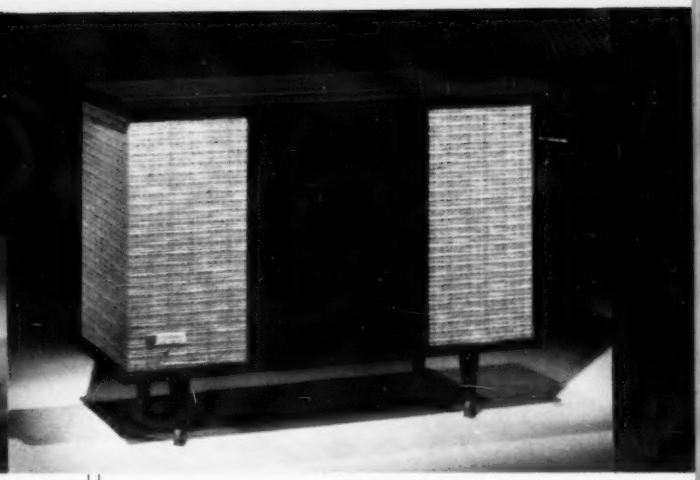
30"h. x 44"w. x 16½"d. . . . . **$279.95** LIST*

V-M Stereophonic High-Fidelity Console Phonograph—Model 815-2

● The graceful charm of American Traditional styling is further enhanced with rich *Cherry* finished cabinetry constructed of lifetime *Genuine Hardwoods*. Power Output: 40 watts (peak). Space for V-M Accessory "Drop-in" Radio Tuner.

30"h. x 42½"w. x 16¼"d. . . . . **$279.95** LIST*





V-M Stereophonic High-Fidelity Console Phonograph—Model 809

• Enriches any room decor . . . reflects fine-furniture taste. Styling is contemporary in magnificent *Mahogany or Walnut* finished cabinetry constructed of lifetime Genuine Hardwoods. 20 watts (peak) Power Output. Large Record Storage Compartment. Space for V-M Accessory "Drop-in" Radio Tuner.
30″h. x 40″w. x 15½″d. . . . . **$229.95** LIST*

V-M Stereophonic High-Fidelity Console Phonograph—Model 803

• Masterful contemporary styling combined with dramatic performance. Beautiful *Mahogany* finished cabinetry constructed of Genuine Hardwoods. Large Record Storage Compartment. 20 watts (peak) Power Output. Space for V-M Accessory "Drop-in" Radio Tuner.
28½″h. x 38″w. x 15½″d. . . . . **$199.95** LIST*

V-M Portable Stereophonic Phonographs and Systems

- **Exciting Styling**
- **Gay New Colors**
- **Unparalleled Performance!**
- **Models For Every Taste Every Budget!**



V-M Deluxe Portable Stereophonic Phonograph System Model 316

• V-M 'Deluxe-Dimensional' Design. 4-Powerful Speakers—2 in each detachable section. Diamond Needle for many hours of listening pleasure. 'Stere-O-Matic'® 4-Speed Automatic Record Changer. Convenient, Deluxe Controls. Handsome Brown Case.
10⅝″h. x 25½″w. x 16½″d. . . . . **$159.95** LIST*

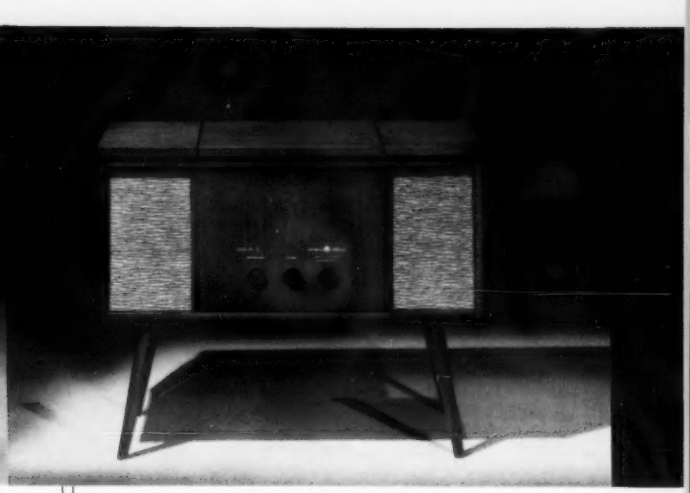




V-M Portable Component Stereo Phonograph System—Model 307

• Unique V-M Design. Completely self-contained with a Custom-Built approach. 4 Powerful Speakers—2 in each detachable section. 'Stere-O-Matic'® 4-Speed Automatic Record Changer. Complete, professional Controls. Gray or Metallic Beige.
CLOSED FOR CARRYING: 15¾″h. x 15″w. x 10¼″d.—EACH SPEAKER SYSTEM: 8″h. x 15″w. x 9¾″d.—CENTRAL SECTION: 9¾″h. x 13½″w. x 15″d. . . . . **$129.95** LIST*





V-M Stereophonic High-Fidelity Console Phonograph—Model 806

• Delightfully compact. Especially designed for the small home or apartment. Clean, contemporary styling. Convenient Control Panel. 16 watts (peak) Power Output. Beautiful *Walnut* finished cabinetry constructed of lifetime Genuine Hardwoods.

26″h. x 32 3/8″w. x 15″d. . . . . **$159.95** LIST*

V-M Stereophonic High-Fidelity Consolette Phonograph—Model 804

• Unique! Compact! For smaller homes and apartments. Distinctively contemporary. Handsome *Mahogany*, *Cherry* finished cabinetry constructed of Genuine Hardwoods.

24″h. x 28 1/2″w. x 15″d. . . . . **$129.95** LIST*

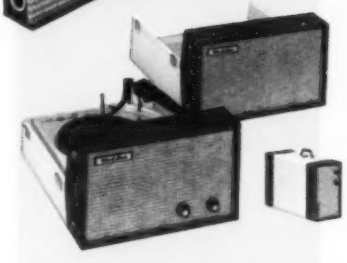
V-M 'STERE-O-MATIC'® 4-SPEED AUTOMATIC RECORD CHANGERS IN V-M CONSOLES ARE PRECISION MANUFACTURED FOR SUPERIOR QUALITY. MOST MODELS HAVE A DIAMOND NEEDLE. ALL FEATURE THE UNIQUE V-M AUTOMATIC MANUAL-PLAY FUNCTION. PRECISION AUDIO-ENGINEERED DUAL-DIRECTIONAL STEREOPHONIC SPEAKER SYSTEMS ARE AN IMPORTANT, INTEGRAL PART OF ALL V-M CONSOLE PHONOGRAPHS.



V-M Portable Stereo Phonograph System Model 311

• Distinctive V-M Design. "Tri-Audio" Speaker System—'Swing-Out' 4″ Speaker sections are detachable—a giant 6″ x 9″ Speaker in the central unit. 'Stere-O-Matic'® 4-Speed Automatic Record Changer. Automatic Manual-Play. Separate Balance, Tone and Loudness Controls. Off-White and Brown.

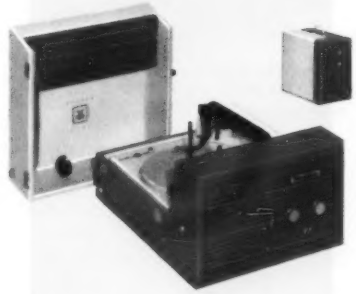
8 1/2″h. x 16″w. x 21 3/4″d. . . . **$99.95** LIST*



V-M Portable Stereo Phonograph System Model 314

• Unique V-M Flip-Over 'Speaker-Lid' Design. Dual Speaker System—2 large speakers—one in the record playing unit; one in the detachable lid. Famous V-M 4-Speed Automatic Record Changer. Dual Loudness Control. Tone control regulates Bass and Treble in both speaker systems. Mojave Brown and White.

8 3/4″h. x 14″w. x 20 1/8″d. . . **$79.95** LIST*



V-M Portable Stereo Phonograph System Model 304

• Unique V-M 'Picture-Frame' Design. Powerful Dual-Speaker System—one in the record playing unit; one in the detachable lid. Famous V-M 4-Speed Automatic Record Changer. Separate Volume Control for each channel. Styled in Cantaloupe and Off-White.

8 1/4″h. x 14″w. x 16 1/2″d. . . **$69.95** LIST*

V-M Portable Phonograph Model 302



• Radiant V-M Styling. Powerful Speaker System. Precision V-M 4-Speed Automatic Record Changer. Feather-Light Tone Arm and Convenient Finger-Lift for easier manual record play. Separate Tone and Volume Controls. Gay Red, Gold on White or Blue/Gold on White.

8 1/8″h. x 15″w. x 17 1/4″d. . . . **$54.95** LIST*

V-M Portable Phonograph Model 205



• Choice of either vivid Red and White or striking Blue and White. Powerful Speaker System gives amazing performance. Feather-light Tone Arm with convenient finger-lift. Plays records of all sizes and speeds manually. Ideal for youngsters or for use as a second set!

6 5/8″h. x 14″w. x 10 3/4″d. . . . **$29.95** LIST*

V-M 'tape-o-matic'® TAPE RECORDERS

• Unlimited Versatility! • Professional in Performance and Styling! • Excellence of Sound! • Complete Ease of Operation! • Designed and Priced to Meet Every Tape Recording Application!



Model 722

Model 168

V-M 'tape-o-matic'®
STEREOPHONIC TAPE RECORDER
with "ADD-A-TRACK"®—Model 722
V-M Auxiliary-Amplifier Speaker Model 168

• ¼-track stereo or monaural record. Plays all 2-track and 4-track stereo and monaural tapes. V-M "Add-A-Track"® feature for unlimited teaching and training possibilities in business, industry and education. High-Fidelity Speaker System. Dual Cathoptic Tuning Eye for professional-quality recording results. Two Microphones for stereo record.

..... **$259.95** LIST*

V-M Auxiliary-Amplifier Speaker Model 168 exactly matches the recorder and completes the stereo system.
RECORDER: 9⅞"h. x 16⅝"w. x 14¾"d.
SPEAKER: 9⅞"h. x 16⅝"w. x 14¾"d..... **$75.00** LIST*



Model 720

Model 166

V-M 'tape-o-matic'®
Stereo-Play Tape Recorder
with "Add-A-Track"®—Model 720
V-M Auxiliary-Amplifier Speaker Model 166

• ¼-track monaural record and playback. Plays two or four track stereo tapes. Features unique V-M "Add-A-Track"® to record on one track, rewind, record additional voices or accompaniment at any later time on another track while *listening* to the first track. On play-back, *both* recordings are heard *simultaneously!* Simple, convenient controls. High-Fidelity Speaker System..... **$225.00** LIST*

V-M Auxiliary-Amplifier Speaker Model 166 exactly matches the recorder and completes the stereo system **$75.00** LIST*
RECORDER: 9½"h. x 16"w. 14½"d.
SPEAKER: 9½"h. x 16"w. 14½"d.

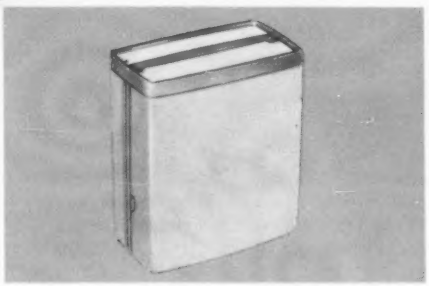
NEW!

V-M

Compact, Lightweight 'tape-o-matic'® TAPE RECORDER – MODEL 730



● Popularly Priced! ● Superb Performance!



V-M 'tape-o-matic'® Tape Recorder – Model 730

• Only 22 lbs.! Easy to carry! ½-Track Monaural Record and Play-Back. 3-Speed Record and Play-Back: 7½, 3¾, 1⅞ inches per second. Simple Push-Button Controls. Pause button. Headphone Monitor provision. High-Fidelity Speaker System. Three-in-One Microphone for use on table, in hand or as lavalier. New Digital Tape Index Counter helps locate any recording on tape quickly.

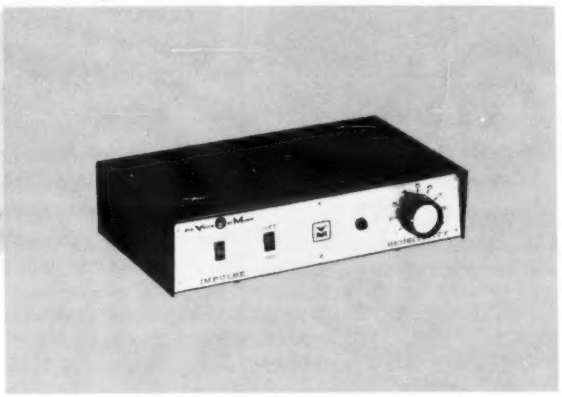
7½"h. x 13"w. x 14¼"d. ..... **$169.95** LIST*



V-M 'tape-o-matic'® Tape Recorder
Model 710

• Ideal for business and educational use! ½-Track Monaural Record and Play-Back. Cathoptic Tuning Eye. Simple Push-Button Controls. May later be converted to stereo play. Ruggedly built

9½"h. x 16"w. x 14½"d. ..... **$189.95** LIST*



V-M Tape Recorder-Slide Projector Synchronizer
Model 1412

• Add inaudible slide-change signals to tape recorded commentary. On play-back, these soundless signals actuate the projector automatically advancing slides at times selected. Compatible with every V-M Tape Recorder Model; most popular remote-control slide or strip film projectors.

2⅝"h. x 10"w. x 6¾"d. ..... **$49.95** LIST*

V-M Quality Record Changers and Components

• Precision Engineered • Perfectly Manufactured



"45" Spindle is optional extra accessory.

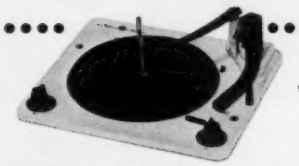
V-M Deluxe 'Stere-O-Matic'® 4-Speed Automatic Record Changer—Model 1571

• Ideal for any custom Hi-Fi installation! Professionally massive 11" Turntable. Automatic Manual-Play Feature for easier single record play. Extra-long, dynamically balanced, non-resonant Tone Arm with convenient Finger-Lift. Diamond Needle. Scientifically precise Turntable Bearing System. Convenient, functional Controls. Smart styling. Available with 4-pole motor and plug-in tone arm head for magnetic cartridges as *Model 1572*.
CLEARANCE: Above baseplate: 5¾". Below baseplate: 2⅝": Both 8⅝"h. x 13¼"w. x 12"d. . . . . **$50.00** LIST*



V-M High-Impact Plastic Base for V-M 'Stere-O-Matic'® Record Changers

• Attractively styled. Easy installation. Fits Models 1551, 1571, 1572, and 1580. *Model 1438*.
3⅝"h. x 13¼"w. x 12"d. . . . . **$5.95** LIST*



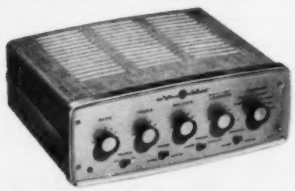
V-M Standard 'Stere-O-Matic'® 4-Speed Automatic Record Changer—Model 1551

• Balanced Turntable for greater performance! After single record play, Automatic Manual-Play function returns resonance-free Tone Arm to rest post, *automatically!* Quiet air cushion record changing operation. V-M 'Siesta-Matic' Automatic Shut-Off.
CLEARANCE: Above baseplate: 5¾". Below baseplate: 2⅝". 8⅝"h. x 13¼"w. x 12"d. . . . . **$35.00** LIST*



V-M High-Fidelity Custom Turntable Model 1580

• New massive 11" Turntable for custom installations! Diamond 'LP' Needle. Special V-M quality stereo motor Exclusive V-M Idler Retraction Feature. Unique V-M 45 rpm spindle insert. . . . . **$35.00** LIST*



V-M Stereophonic High-Fidelity Accessory Amplifier Model 1428

• AC operated audio amplifier, dual-channel, push-pull output. 60 watts (peak); 30 watts each channel. Built-in pre-amp and integral controls. 5 stereo inputs. Phase Switch. Stereo-Monaural Switch. Channel Reversing Switch. 5⅝"h. x13½"w.x10½"d. . . **$129.95** LIST* (Matches V-M Model 1416)



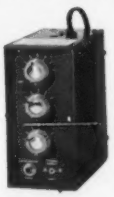
V-M High-Fidelity FM-AM Component Radio Tuner Model 1416

• FM-AM with AFC reception plus provision for FM multiplex stereo reception. Armstrong FM circuit with limiter. Foster-Seeley discriminator. 5½"h. x 13½"w. x 11½"d. . . . . **$119.95** LIST*



V-M Precision-Built AC Stereo Amplifier Model 1404

• Built-in pre-amplifier and integrated controls. Dual-channel, push-pull output of 28 watts (peak); 14 watts each channel. Complete input panel. Compatible with all custom installations.
5"h. x 13¾"w. x 9"d. . . . . **$89.95** LIST*



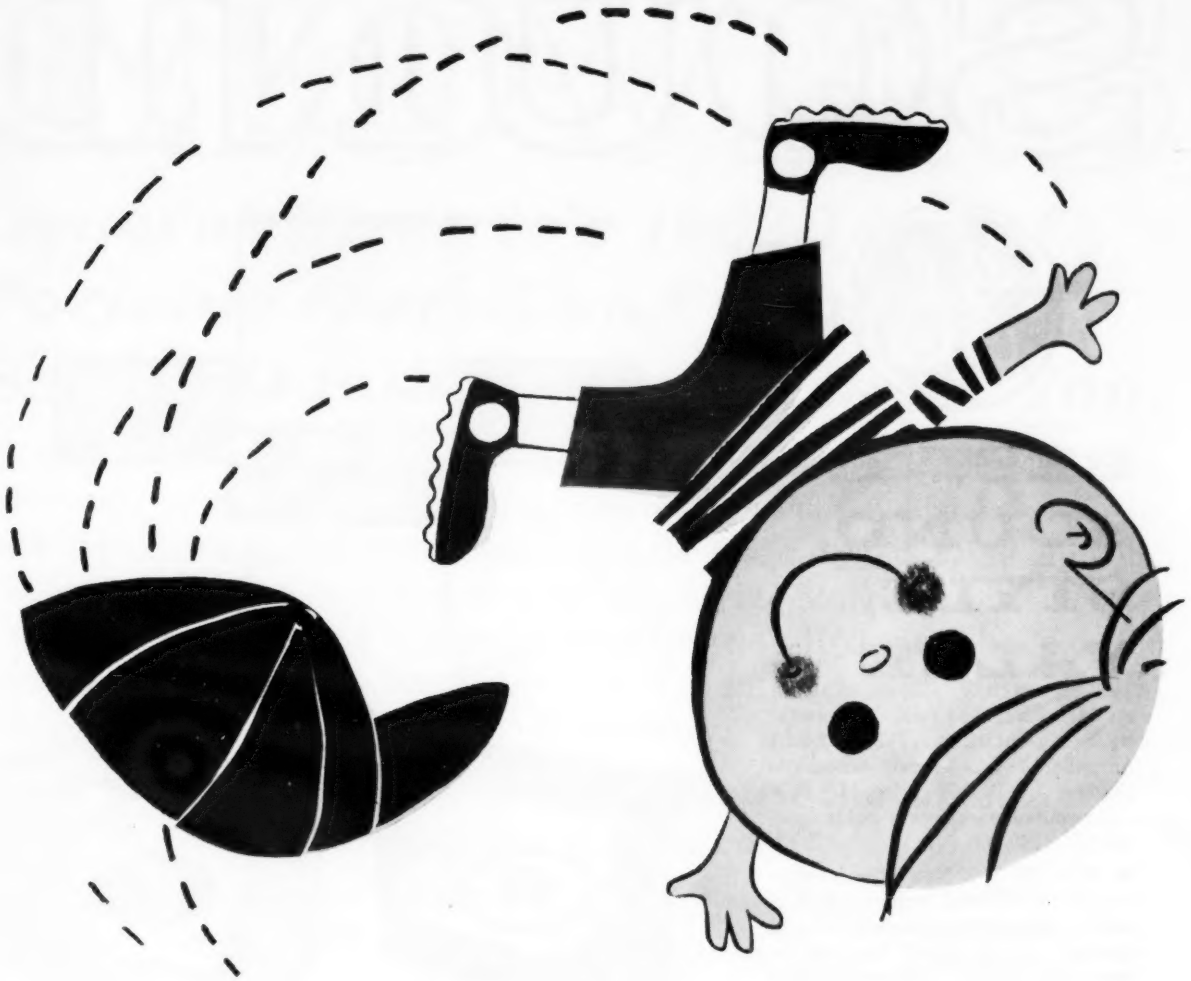
V-M 10 watt (Peak) High-Fidelity Amplifier Model 8810

Separate Bass, Treble, and Volume —On/Off Controls. Frequency Response: 20-25,000 C.P.S. Compatible with all V-M models. 7¾"h. x 3½"w. x 7½"d. . . . . **$35.00** LIST*

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V-M CORPORATION • BENTON HARBOR, MICHIGAN | Known for the Finest in Record Changers, Phonographs and Tape Recorders

*Slightly Higher West • Litho in U.S.A.



Brand Names give you faster turnover

What can anyone really tell *you* about Brand Name products. You know the reputations their manufacturers build. And you know the intense loyalty advertised Brand Names inspire in consumers. You see it every day. So why not build your business on Brand Name products? They are the *pre-sold*, the *preferred* products! It's just good sense to stock the Brands you *know* will sell.

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Enroll Now in the Brand Selling Program! B.N.F. will supply you each month with information, ideas, and tie-ins to special promotions. *No charge* if a B.N.F. member firm sponsors you. Write the Foundation for a list of those firms and more details.

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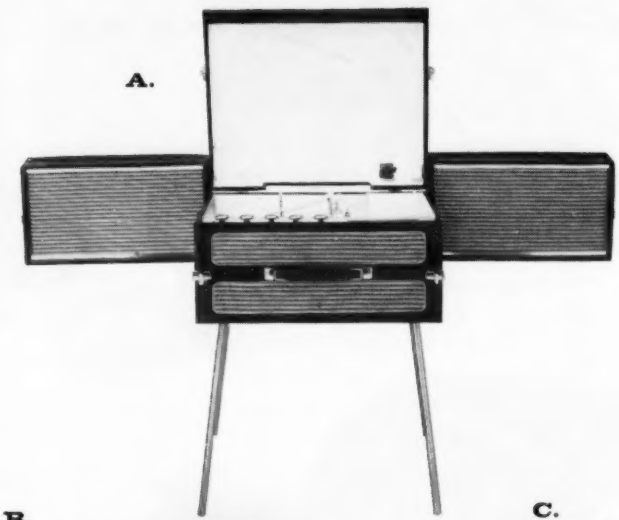
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A Brand Name is a maker's reputation

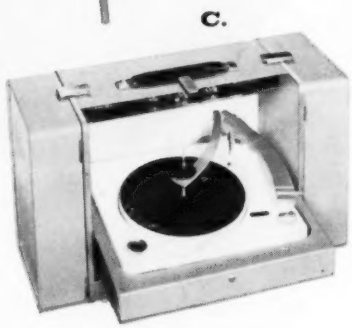
Brand Names Foundation, Inc., 437 Fifth Avenue, New York 16, N. Y.

SOUND

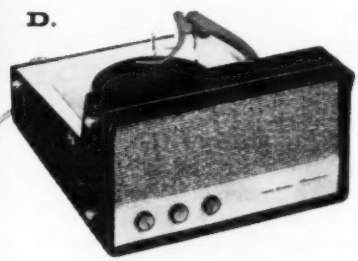
BEST IN SOUND, STYLE, VALUE















A. *Model RP 1590* Four 6½″ speakers. Swing-out wings . . . 12 Watt EIA Amplifier . . . 4-speed automatic changer . . . Diamond/Sapphire styli . . . removable legs store inside cabinet . . . $169.95*.

B. *Model RP 1570* New Trimline styling . . . vinyl-clad scuff-proof steel case . . . drop-down automatic 4-speed changer . . . four 6½″ speakers in removable wings . . . Diamond stylus . . . 45 RPM spindle in clip . . . $139.95*.

C. *Model RP 1560* Vinyl-clad steel case with sleek Trimline styling . . . drop-down 4-speed changer . . . two 6½″ speakers . . . Sapphire styli . . . $109.95*.

D. *Model RP 1550* Compact stereo . . . two 6½″ speakers . . . automatic 4-speed changer . . . dual channel amplifier . . . tone, volume and balance controls . . . $69.95*.

E. *Model RP 1520* Compact monaural unit that also plays stereo records (monaural reproduction) . . . All-steel vinyl-covered case . . . Sapphire styli . . . 4-speed automatic changer . . . $59.95*.

F. *Model RP 1500* Newest style low-cost monaural . . . all-steel, vinyl-clad case . . . 4-speed turntable, recessed for record safety . . . 4″ Dynapower speaker . . . $29.95*.

*Manufacturer's suggested retail prices, slightly higher in South and West.

MOVES

General Electric's 1962 Line of Portable Stereo and Monaural Sets Will Build New Sales for You.

There's something for every customer in General Electric's 1962 line of portable record players. The inexpensive monaural is ideal for youngsters... the sleek Trimlines combine quality sound with the latest styling... the high-end Compact compares with a console in its high-fidelity sound.

In styling, in sound and in price, General Electric's 1962 portables have the features to make your selling job easier. Get in touch with your General Electric distributor. You'll find him listed below.

Make the move to General Electric Portables. Here's the man to call:

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CALIFORNIA
Los Angeles.....Corwin-Hall Co.
General Electric Supply Co.
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Sacramento.....General Electric Supply Co.
San Francisco.....General Electric Supply Co.
COLORADO
Denver.....General Electric Supply Co.
Pueblo.....American Electric Co.
CONNECTICUT
Bridgeport.....General Electric Supply Co.
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Wilmington.....Artcraft Electric Supply
FLORIDA
Jacksonville.....General Electric Supply Co.
Tampa.....Graybar Electric Co.
GEORGIA
Atlanta.....W. D. Alexander Co.
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Indianapolis.....General Electric Supply Co.
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IOWA
Davenport.....Crescent Electric Supply Co.
Des Moines.....Crescent Electric Supply Co.
General Electric Supply Co.
Hawkeye Sales Co.
Sioux City.....Crescent Electric Supply
Waterloo.....Crescent Electric Supply Co.
KANSAS
Wichita.....American Electric Co.
KENTUCKY
Louisville.....Belknap Hdwe. & Mfg. Co.
General Electric Supply Co.
LOUISIANA
New Orleans.....General Electric Supply Co.
MARYLAND
Baltimore.....American Jewelry Co
General Electric Supply Co.
MASSACHUSETTS
Boston.....General Electric Supply Co.
Worcester.....Coghlin Electric Co.
MICHIGAN
Detroit.....Electrical Specialties
General Electric Supply Co.
MINNESOTA
St. Paul.....General Electric Supply Co.
MISSOURI
St. Joseph.....American Electric Co.
Kansas City.....General Electric Supply Co.
Glasco Electric Co.
St. Louis.....Graybar Electric Co., Inc.
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Witte Hardware Corp.
NEW YORK
Poughkeepsie.....Electra Supply Co.
Buffalo.....General Electric Supply Co.
New York City.....General Electric Supply Co.
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Cleveland.....General Electric Supply Co.
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Columbus.....J. J. Getreau & Sons
OREGON
Salem.....Eoff Electric Co.
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For further information, use Readers' Service Cards, pp. 243–246

Phono TRIX

FIRST FAMILY IN TRANSISTOR TAPE RECORDERS

- Nationally advertised in top consumer publications
- Protected Franchises available
- Nation-wide local service and repair stations



MINIATURES

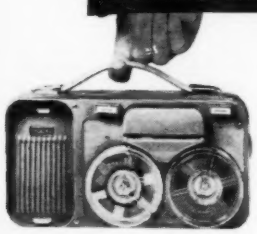
Phono TRIX '88'

Small Enough to Fit the Palm of Your Hand

Weighs only 2¾ lbs. (including batteries)

$139.95

complete with start/stop speaker-mike, earset, reels and tape



COMPACTS

MARK II

PROMOTIONALLY-PRICED LEADER

$79.95 Self-contained in shock-resistant plastic case, includes microphone, built-in speaker, reels and tape

MARK III

FINE FIDELITY, ALL-PURPOSE TAPE RECORDER

$99.95 Complete in scotch-grain leather carrying case, microphone, reels and tape



MARK IV

WORLD'S SMALLEST, HIGH FIDELITY TAPE RECORDER FOR VOICE AND MUSIC

$129.95 Complete in stainless steel trimmed 2-tone scotch-grain leather carrying case, built-in high fidelity speaker, microphone, reels and tape

M-2 RECORDING OUTFIT

$119.95 Complete all-purpose outfit in a single, convenient carrying case

M-3 DELUXE RECORDING OUTFIT

$149.95 Batteries or AC.

Features Mark III Recorder plus accessories in separate, matching leather carrying case

AMERICA'S ONLY COMPLETE LINE OF COMPACT AND MINIATURE BATTERY-OPERATED TAPE RECORDERS

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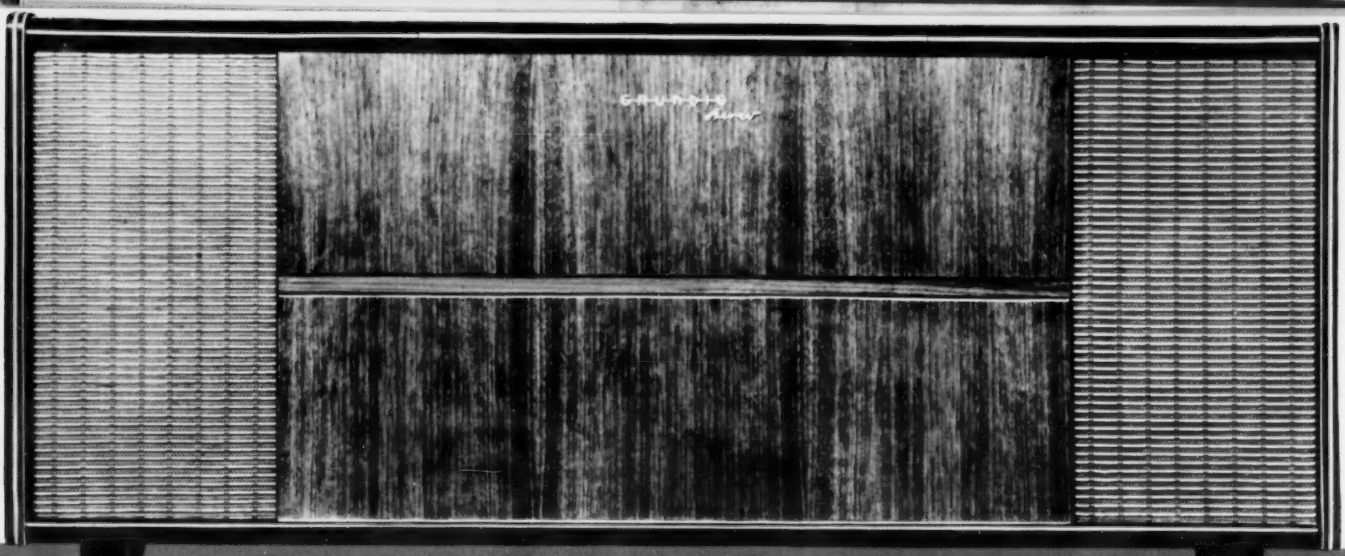
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AND, THERE'S ANOTHER SIDE TO THIS "COMPOSITE MAN," another complete news service which complements the editorial section of this magazine — the advertising pages. It's been said that in a business publication the editorial pages tell "how they do it" — "they" being all the industry's front line of innovators and improvers—and the advertising pages tell "with what." Each issue unfolds an industrial exposition before you — giving a ready panorama of up-to-date tools, materials, equipment.

SUCH A "MAN" IS ON YOUR PAYROLL. Be sure to "listen" regularly and carefully to the practical business information he gathers.

McGRAW-HILL FOR BUSINESS

McGRAW-HILL PUBLICATIONS



MODEL SO-260—FM-AM-SW, available with **FM STEREO MULTIPLEX BROADCAST**... 4-speed stereo phonograph with diamond needle... built-in reverberation... provision for TM-45 tape deck... 4 speakers... Black Forest walnut cabinet.

Most Sell-able GRUNDIG Majestic stereo consoles ever built!

NEW STEREO SIXTIES "SHOW-CASE COLLECTION"

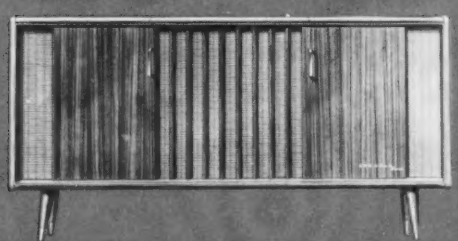
Go on, take a *good* look! Feast your eyes on smart, pace-setting, clean-lined styling, *alive* with the provocative charm of Black Forest walnut. Meticulous high polish or satin finishes that uniquely set every model apart from the crowd in the tradition of old-world craftsmanship. But the beauty is more than skin deep... it sets the stage for the greatest stereophonic technological advance in Grundig-Majestic's history! Truly, the "Show-case Collection" is stereo sound in its most majestic form!

Beauty-and Brains!

ALL CONSOLES AVAILABLE WITH MULTIPLEX FOR STEREO FM BROADCAST!

Available right now with every "Show-case Collection" stereo console... the greatest advancement in high-fidelity radio listening since FM itself! Every unit can be delivered *now* with multiplex installed—*no modification needed!* And, of course, only Grundig-Majestic offers the fabulous Multisonic Tone Controls for unmatched personal listening pleasure. No wonder Grundig-Majestic leads the field in stereo technology and design!

MODEL SO-290—FM-AM-SW, available with **FM stereo multiplex broadcast**... 4-speed stereo phonograph with diamond needle... built-in reverberation... provision for TM-64 tape deck... 6 speakers... Black Forest walnut cabinet.



MODEL SO-220—FM-AM-SW, available with **FM stereo multiplex broadcast**... 4-speed stereo phonograph... 4 speakers... Black Forest walnut cabinet.



MODEL SO-205 Consolette—FM-AM-SW, available with **FM stereo multiplex broadcast**... 4-speed stereo phono.





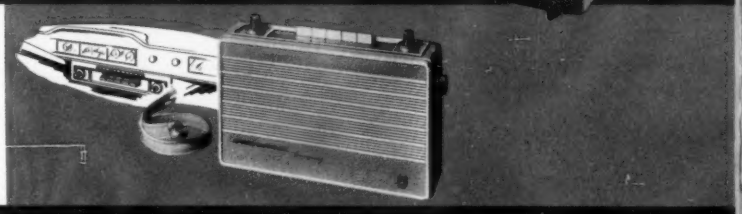
Most Complete Line!

only GRUNDIG Majestic

of all imported lines, offers such a wide choice of home entertainment products in every price category!



NEW Stereo Table Radios. Available with FM Stereo Multiplex. Feature incredible quality of sound reproduction on FM-AM-SW bands . . . and as in Stereo Model 4192, playback of stereo tapes and discs through its dual-amplifier and speaker systems. Stunningly attractive in modern-styled Black Forest walnut. Also available: a complete line of monophonic high-fidelity table radios.



NEW FM-AM-SW-Marine Band Convertible Car Radio. A sensational new portable/car AM-FM-SW-Marine Band radio . . . complete with car-mounting kit and power pack. Easily removed for use as battery-operated portable. It's the new "Roadmaster," leading a lineup of superb all-transistor portables to please every customer preference in size and performance.



NEW All-transistor Portable Tape Recorder. It's the TK-1 "Attache" . . . lightweight, completely battery-operated for use anywhere. Base and treble control. Recording level indicator. Powerful speaker. Complete with mike, tape and reels. Destined to be a best-selling companion to Grundig-Majestic's famous "Niki."



NEW Stereo Tape Recorders. Fabulous 4-track, 3-speed models like the new TK-45. Records and plays back mono or stereo. Newly styled pushbutton control panel. Famous Grundig full-fidelity sound. A full line of stereo and mono models plus stereo tape decks for installation in stereo consoles.

Most Compelling for Selling!

Most national advertising ever...plus local ad programs, full-line folders, display material and catalog sheets!

Only Grundig-Majestic—of all imported European brands—offers so much selling support, loaded with so much selling impact! Millions of ready-to-buy prospects will see Grundig-Majestic's powerful ads in the nation's leading magazines. Grundig-Majestic channels the prospects in your area to you to help you get your share of this vast pre-sold market. By using the many dealer selling aids available . . . by featuring the new Stereo-Sixties "Show-case Collection" in your local advertising, in your windows, throughout your store—you're making it easy to make more money. The line is ready. The profits are waiting. The time is now!



No wonder Grundig-Majestic outsells all other imported European brands *COMBINED!*

IMPORTED EXCLUSIVELY BY

Majestic INTERNATIONAL SALES

division of THE WILCOX-GAY CORPORATION

743 N. LaSalle St., Chicago 10, Illinois • 75 Sedgwick St., Brooklyn 31, New York

Yours for Static-Free, Hi-Fi Radio Enjoyment—

a Low-Cost

FM RADIO



IN THE HOME



IN THE OFFICE



with ALL of the high quality performance features you'd expect to find **only** in sets costing 2 or 3 times as much.

Designed . . . Developed . . . and Produced by SARKES TARZIAN, Inc.

Attractively styled plastic case. Available in your choice of four pleasing color combinations.* You'll be amazed at the exceptionally true tonal qualities in this table model. Easily tuned. Drift-free . . . stations stay tuned in. Designed with three circuits (instead of customary two) to give sharpest station selection. Covers the FM band from 88 to 108 megacycles. Seven tube electronic circuit actually employs only five tubes, two of which are dual purpose. Permanently attached unipole antenna makes it unnecessary to move set to improve signal pick-up. Ample eight foot power cord. Recessed area at the back makes it easy to carry from room to room. An ideal set for home or office.

UL APPROVED

SPECIFICATIONS

*Cabinet colors: Model 501—Champagne White Cabinet with Champagne White Front; Model 502—Moonmist Grey Cabinet with Charcoal Front; Model 503—Moonmist Grey Cabinet with Champagne White Front; Model 504—Champagne White Cabinet, Charcoal Front. AC input: 105-125 v AC 50/60 cycle; DC. Size: 6" high, 10" wide, 5" deep. Tubes: 1-35EH5, 1-35W4, 1-12BN6, 19EA8, 19CL8A.

For further information, call or write:

BROADCAST EQUIPMENT DIVISION • CONSUMER PRODUCTS SECTION

SARKES TARZIAN INC

east hillside drive • bloomington, indiana • edison 2-7251





Everything you'd want

in an

AM FM RADIO



...and at low cost, too!

American-made—designed, developed and produced by SARKES TARZIAN, INC.

A truly high quality AM-FM table model radio with luxurious tonal qualities . . . qualities seldom found in table model radios. Provides fullest measure of musical reproduction. Distinctively-styled and available in four attractive color combinations.*

Features drift-free FM performance—stations stay tuned in. Built-in loop antenna for AM reception and built-in unipole antenna for FM, eliminating need for outside aerials. Powerful and sensitive speaker provides full, console-type tonal quality. Lets you hear the sound of each individual instrument. Automatic gain control circuit assures proper operation on strong and weak signals for both AM and FM reception. Powered with semi-conductor high quality silicon rectifier.

Circuit design—utilizing six tube envelopes—provides seven tube performance for FM reception—five tube performance for AM. Recessed back provides convenient handhold for easy carrying. Long, 8-foot power cord for added convenience.

***CABINET COLORS**

Model 507—Champagne white front, charcoal case
Model 509—Charcoal front, moonmist case
Model 510—Charcoal front, champagne white case
Model 511—Champagne white front, red case

UL APPROVED

Complies with all FCC regulations

SPECIFICATIONS

AC Input—115 V AC, 50/60 cycle, or DC
Size—10" wide, 6" high, 5" deep
Tubes—12BN6, 12BE6, 12EQ7, 19CL8A, 19EA8, 35EH5

For further information, call or write:

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SARKES TARZIAN INC

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NEW FOR 1962

PHILCO

EXCLUSIVE DEVELOPMENT

FULL FIDELITY BACKGROUND LISTENING CONTROL



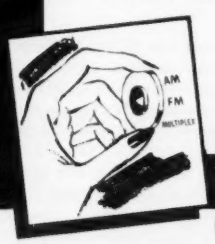


GIVES YOU ALL THE MUSIC ON THE RECORD EVEN AT LOWEST VOLUME LEVELS!

PHILCO 1721. Authentic Mastercraft Console in Solids and Veneers—a style to please every customer!

NO BASS LOSS
NO TREBLE CUT OUT
NO LOW LEVEL FADE OUT

At last! A High Fidelity that delivers full fidelity at every listening level! Men will cheer its performance at full volume! Women will applaud its mellow new Background Listening level . . . the only tone control system that delivers all the tone on the record even at lowest volume levels. Every model loaded with custom features! Smart, new control panels! New AM-FM radio tuners with Transistorized FM-AFC for positive no drift listening enjoyment! Some models with optional REVERB!



Every new '62 PHILCO HI-FI Tuner Combination accepts new Philco plug-in MULTIPLEXER!

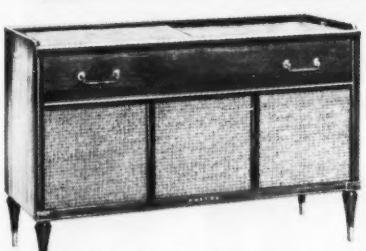


PLAY IT LOUD—Compare Philco tone with others! Listen to the Bass and Treble—a Philco sounds like twice the price!

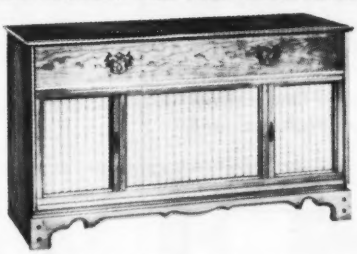


PLAY IT LOW—Turn down the volume and listen—only Philco's new Background Listening Control gives you all the tones!

EVERY MODEL IS NOW AVAILABLE FROM YOUR PHILCO DISTRIBUTOR!



PHILCO 1635. Complete music center, Stereo Hi-Fi. AM-FM, transistorized FM-AFC, provision for Multiplex and Reverb!



PHILCO 1638. Solids and veneers. Stereo Hi-Fi, built-in AM-FM with transistorized FM-AFC. Provision for Multiplex and Reverb.

PHILCO®

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PHILCO CORPORATION, PHILA. 34, PA.

FOR THE FIRST TIME...

REVERBERATION

AT COMPACT PRICES!



MODEL 1961
$129.95 RETAIL

FROM **phonola®** OF COURSE!

Firstest with the mostest! That's a tradition with PHONOLA. And now PHONOLA presents—for the first time—reverberation at compact prices. The first phonograph manufacturer offering phonographs with reverberation at this small price. And this year PHONOLA has a sure-fire selling combination. SUMMIT SOUND, a new peak in record reproduction . . . plus . . . SUMMIT STYLING, a new peak in beauty. All at famous low PHONOLA prices. No doubt about it! Selling PHONOLA means making money. This year more than ever! To retail from $19.95 to $199.95. (Prices may vary in some areas.)

THE PHABULOUS **phonola®**

Waters Conley Company, Inc., 645 N. Michigan Ave. Chicago 11, Ill.
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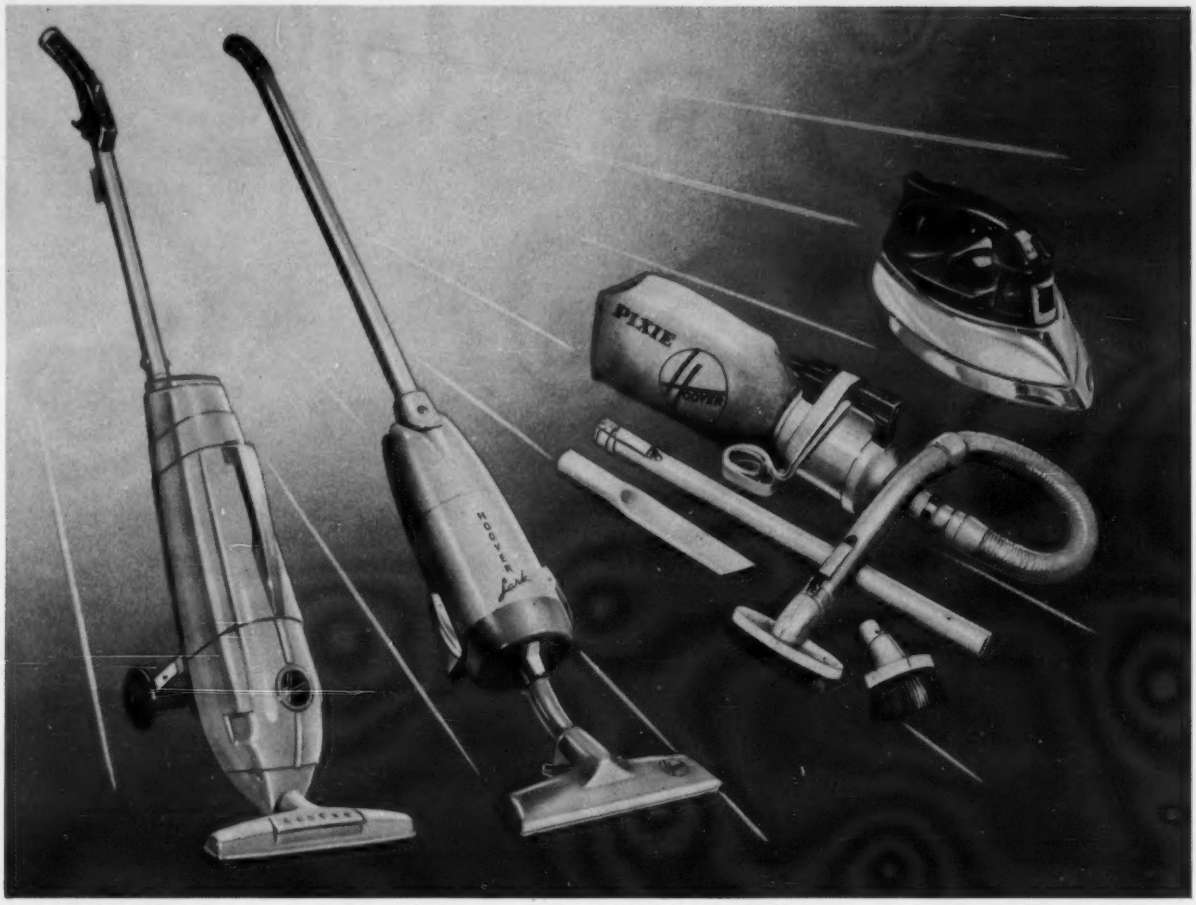
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NEW LARK—The lightweight cleaner for quick daily clean-ups. Exclusive comb-and-brush nozzle really cleans carpets *and* bare floors.

PIXIE—1,001 uses, 4 pounds light. Double-stretch hose and tools. Goes anywhere dirt goes.

STEAM-DRY IRON—Only iron with a stainless steel soleplate. Resists scratches, snags, and stains. Irons faster on *any* fabric.

biggest, best, and best-known name in home care

HOOVER ADVERTISING . . . a program of hard-hitting and compelling television, magazine and newspaper selling. The proven, effective kind of advertising that spells out product excellence . . . demonstrates it . . . and *sells* Hoover preference.

HOOVER DEMAND . . . for over half a century "Hoover" has been synonymous with quality. Annual brand preference surveys, for instance, show women consistently prefer Hoover over all other brands of cleaners throughout America.

HOOVER®

CONFIDENCE MEMBER OF BRAND NAMES FOUNDATION, INC. SATISFACTION





Everything you'd want in an

AM FM RADIO



...*and at low cost, too!*

American-made—designed, developed and produced by SARKES TARZIAN, INC.

A truly high quality AM-FM table model radio with luxurious tonal qualities . . . qualities seldom found in table model radios. Provides fullest measure of musical reproduction. Distinctively-styled and available in four attractive color combinations.*

Features drift-free FM performance—stations stay tuned in. Built-in loop antenna for AM reception and built-in unipole antenna for FM, eliminating need for outside aerials. Powerful and sensitive speaker provides full, console-type tonal quality. Lets you hear the sound of each individual instrument. Automatic gain control circuit assures proper operation on strong and weak signals for both AM and FM reception. Powered with semi-conductor high quality silicon rectifier.

Circuit design—utilizing six tube envelopes—provides seven tube performance for FM reception—five tube performance for AM. Recessed back provides convenient handhold for easy carrying. Long, 8-foot power cord for added convenience.

***CABINET COLORS**

Model 507—Champagne white front, charcoal case
Model 509—Charcoal front, moonmist case
Model 510—Charcoal front, champagne white case
Model 511—Champagne white front, red case

UL APPROVED

Complies with all FCC regulations

SPECIFICATIONS

AC Input—115 V AC, 50/60 cycle, or DC
Size—10" wide, 6" high, 5" deep
Tubes—12BN6, 12BE6, 12EQ7, 19CL8A, 19EA8, 35EH5

For further information, call or write:

BROADCAST EQUIPMENT DIVISION • CONSUMER PRODUCTS SECTION

SARKES TARZIAN INC

east hillside drive • bloomington, indiana • edison 2-7251

NEW FOR 1962

PHILCO

EXCLUSIVE DEVELOPMENT

FULL FIDELITY BACKGROUND LISTENING CONTROL





GIVES YOU ALL THE MUSIC ON THE RECORD EVEN AT LOWEST VOLUME LEVELS!

PHILCO 1721. Authentic Mastercraft Console in Solids and Veneers—a style to please every customer!

NO BASS LOSS
NO TREBLE CUT OUT
NO LOW LEVEL FADE OUT

At last! A High Fidelity that delivers full fidelity at every listening level! Men will cheer its performance at full volume! Women will applaud its mellow new Background Listening level . . . the only tone control system that delivers all the tone on the record even at lowest volume levels. Every model loaded with custom features! Smart, new control panels! New AM-FM radio tuners with Transistorized FM-AFC for positive no drift listening enjoyment! Some models with optional REVERB!



Every new '62 PHILCO HI-FI Tuner Combination accepts new Philco plug-in MULTIPLEXER!



PLAY IT LOUD—Compare Philco tone with others! Listen to the Bass and Treble—a Philco sounds like twice the price!

ORDINARY HI-FI LOSES BASS AT LOW LEVELS



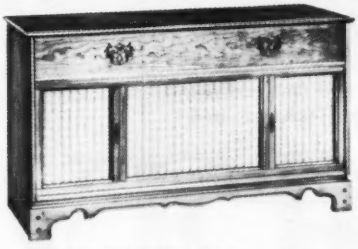
ORDINARY HI-FI LOSES TREBLE AT LOW LEVELS

PLAY IT LOW—Turn down the volume and listen—only Philco's new Background Listening Control gives you all the tones!

EVERY MODEL IS NOW AVAILABLE FROM YOUR PHILCO DISTRIBUTOR!



PHILCO 1635. Complete music center, Stereo Hi-Fi. AM-FM, transistorized FM-AFC, provision for Multiplex and Reverb!



PHILCO 1638. Solids and veneers. Stereo Hi-Fi, built-in AM-FM with transistorized FM-AFC. Provision for Multiplex and Reverb.

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Famous for Quality the World Over

PHILCO CORPORATION, PHILA. 34, PA.

FOR THE FIRST TIME...

REVERBERATION

AT COMPACT PRICES!



MODEL 1961
$129.95 RETAIL

FROM phonola® OF COURSE!

Firstest with the mostest! That's a tradition with PHONOLA. And now PHONOLA presents—for the first time—reverberation at compact prices. The first phonograph manufacturer offering phonographs with reverberation at this small price. And this year PHONOLA has a sure-fire selling combination. SUMMIT SOUND, a new peak in record reproduction . . . plus . . . SUMMIT STYLING, a new peak in beauty. All at famous low PHONOLA prices. No doubt about it! Selling PHONOLA means making money. This year more than ever! To retail from $19.95 to $199.95. (Prices may vary in some areas.)

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Waters Conley Company, Inc., 645 N. Michigan Ave. Chicago 11, Ill.
America's Oldest Phonograph Manufacturer • since 1899

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THE MAN WE MEAN IS A COMPOSITE of the editorial staff of this magazine. For, obviously, no one individual could ever accomplish such a vast business news job. It's the result of many qualified men of diversified and specialized talents.

AND, THERE'S ANOTHER SIDE TO THIS "COMPOSITE MAN," another complete news service which complements the editorial section of this magazine — the advertising pages. It's been said that in a business publication the editorial pages tell "how they do it" — "they" being all the industry's front line of innovators and improvers—and the advertising pages tell "with what." Each issue unfolds an industrial exposition before you — giving a ready panorama of up-to-date tools, materials, equipment.

SUCH A "MAN" IS ON YOUR PAYROLL. Be sure to "listen" regularly and carefully to the practical business information he gathers.

McGRAW-HILL PUBLICATIONS

Electric Housewares
Floor Care Equipment 148
Power Tools 151

Remember these simple instructions:

Products and manufacturers under each product are alphabetically arranged.

Features being identified are listed immediately under the product heading, and each given a number.

The numbers immediately following a manufacturer's name refer to features of his products.

Electric Housewares

Products are divided into basic types, to provide you with the most complete information available. For example, three types of air purifiers are listed, two types of portable units and a unit for central systems.

Humidifiers are in this section. Dehumidifiers and Evaporative Coolers are in the Major Appliance Directory.

This section also includes both lamps and bulbs.

Floor Care Equipment

All products used in floor care—whether powered or non-powered, and regardless of the type of power utilized—are included in this Directory.

Where you might need information on differing types of floor care products, the types are listed separately. (Dusting and wet mops are separated; five different types of vacuum cleaners are listed.)

Power Tools

Only portable power tools are included in this Directory. No non-powered hand tools and no stationary tools are included. Where the product could refer to a heavier, or stationary tool, the listings carried are only for portable models.

Additional listings for chain saws are in the Outdoor Power Equipment Directory.

Electric Housewares

AIR PURIFIERS. *SCREEN-TYPE FILTERS*
1. *W/ACTIVATED CHARCOAL*
2. *W/ULTRAVIOLET LAMP*
3. *CLEANABLE FILTERS*
4. *REPLACEABLE FILTERS*
5. *MULTI-SPEED*
6. *BATHROOM MODELS*
7. *DESK OR OFFICE MODELS*
8. *WINDOW UNITS*

American Air Filter Co. Inc., 3-4	215 Central Ave. Louisville 8, Ky
Barnebey Cheney Co., 1-4	8th & Cassady Ave. Columbus 19, Ohio
Capson Mfg. Co., 7	1958-1966 N Wilmot Ave. Chicago 47, Ill
Carey Mfg. Co., The Philip, 1-3-5	1700 Grand Ave. Middletown, Ohio
Chemex Corp., 4-7	41 Murray St. New York 7, NY
Chico General Products Corp	1299 Bayshore, Burlingame, Cal
Damar Prods. Inc., 1	Damar Bldg. Elizabeth, NJ
Dornback Furnace & Foundry Co., 3	33220 Lakeland Blvd. Eastlake, Ohio
Duralast Products Corp., 3	160 Thalia St. New Orleans, La
Engelhard Industries Inc., 4	113 Astor St. Newark 2, NJ
Essick Mfg. Co., 1	1950 Santa Fe Ave. Los Angeles 21, Cal
Feeney Mfg. Co., The., 6	Washington St. & Ohio Ave. Muncie, Ind
Fram Aire Co. Div. Fram Corp., 1-4-5-7	135 Zane St. Henderson, NC
Fresh'nd-Aire Co. A Div. of Cory Corp., 2-4-6-7	3200 W Peterson, Chicago 45, Ill
General Electric Co. Housewares & Commercial Eqpt. Div., 1-2-3-4-5-7	1285 Boston Ave. Bridgeport 2, Conn
Kauffman Air Cond Co., 1-2-6-7	511 N Taylor, St Louis, Mo
Knapp-Monarch Co., 1	Bent & Potomac Sts. St Louis 16, Mo
La Belle Silver Co. Inc	Cooper Ave. & 80th St. Glendale 27, NY
Magic Hostess Corp, 1-4-5-7	36th & Bennington, Kansas City 29, Mo
Major Industries Inc., 1-3-4-5-6-7	505 N LaSalle St. Chicago 10, Ill
Marvin Mfg. Co., W. B., 8	W Court St. Urbana, Ohio
Metalaire Products Div. McGraw-Edison Co., 1-2-4-5	Box 1712, Phoenix, Ariz
Miami Cabinet Div. Philip Carey Mfg. Co., 1-3-5	1700 Grand Ave. Middletown, Ohio
Permatron Corp., 2-3-7	666 E Kensington Rd. Arlington Hts. Ill
Puritron Corp., The, 2-3-4-5-6-7	15 Stiles St. New Haven, Conn
Radex Corp., 2-3-5-6-7	2076 Elston Ave. Chicago 14, Ill
Research Products Corp., 3	1015 E Washington Ave. Madison 1, Wis
RIVAL MFG. CO., 1-4-5-7, Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Roto Broil Corp. of America, 2-4-7	33-00 Northern Blvd. Long Island City, NY
Selectronair Inc., 2-3-4-7-8	Route 8, Shelton, Conn
Skuttle Mfg. Co., 3	Milford, Mich
Therm-O-Ware Electric Corp., 2-4-7	1250 Rockaway Ave. Brooklyn 36, NY
Tribotron Corp., 4-7	2nd & H Sts. Petaluma, Cal
Ultra Violet Products Co., 2	5114 Walnut Grove Ave. San Gabriel, Cal
Victor Ventilator Div. The Philip Carey Mfg. Co., 1-3-5	329 S Wayne Ave. Cincinnati 15, Ohio
Waring Products Corp., 1-2-3-4-5-6-7	114 Lake St. Winsted, Conn
Westinghouse Electric Corp. Portable Appliance Div., 1-2-3-4-5-7	246 E 4th St. Mansfield, Ohio
Wickford Products Inc., 3-4	449 Broadway, New York 13, NY

AIR PURIFIERS. *ELECTROSTATIC PRECIPITATORS*
1. *SELF-CHARGING*
2. *CHARGED*
3. *W/SCREEN-TYPE FILTERS*
4. *W/ACTIVATED CHARCOAL*
5. *W/ULTRAVIOLET LAMP*
6. *W/OZONE GENERATOR*
7. *W/NEGATIVE ION GENERATOR*
8. *MULTI-SPEED*
9. *CLEANABLE FILTERS*
10. *REPLACEABLE FILTERS*

Albion Div. McGraw-Edison Co., 1-6-8-9-10	704 N Clark St. Albion, Mich
American Air Filter Co. Inc., 2-9-10	215 Central Ave. Louisville 8, Ky
Brill Sloane Co. Odorguard Div., 5	502 E Roumfort Rd. Philadelphia 19, Pa
Du Mont Emerson Corp., 3-5-7-8-9	680 5th Ave. New York 19, NY
Duralast Products Corp., 9	160 Thalia St. New Orleans, La
Engelhard Industries Inc., 6-10	113 Astor St. Newark 2, NJ
Granco Products Inc., 7	83-30 Kew Gardens Rd. Kew Gardens, NY
Major Industries Inc., 1-3-4-7-8-9-10	505 N LaSalle St. Chicago 10, Ill
Minneapolis-Honeywell Regulator Co., 4-9	2753 4th Ave. S, Minneapolis 8, Minn
Mueller Climatrol Div. Worthington Corp., 1	2005 W Oklahoma Ave. Milwaukee, Wis
Permatron Corp., 1-2-3-5-6-7-9	666 E Kensington Rd. Arlington Hts. Ill
Radex Corp., 2-3-4-7-8-9	2076 Elston Ave. Chicago 14, Ill
Research Products Corp., 9	1015 E Washington Ave. Madison 1, Wis
Tribotron Corp., 7	2nd & H Sts. Petaluma, Cal
Trio Inc., 2-4-8-9	1000 Island Ave. McKees Rocks, Pa

AIR PURIFIERS. *CENTRAL SYSTEM UNITS*
1. *W/SCREEN-TYPE FILTERS*
2. *W/ELECTROSTATIC PRECIPITATORS*
3. *W/ACTIVATED CHARCOAL*
4. *W/ULTRAVIOLET LAMP*
5. *W/OZONE GENERATOR*
6. *W/NEGATIVE ION GENERATOR*
7. *CLEANABLE FILTERS*
8. *REPLACEABLE FILTERS*

Albion Div. McGraw-Edison Co.. 2-7	704 N Clark St. Albion, Mich
American Air Filter Co. Inc., 7-8	215 Central Ave. Louisville 8, Ky
Barnebey Cheney Co., 3	8th & Cassady Ave. Columbus 19, Ohio
Brill Sloane Co. Odorguard Div., 4	502 E Roumfort Rd. Philadelphia 19, Pa
Cooper Hewitt Elect. Co.-Div. of Sperti Products Inc., 4	720 Grand St. Hoboken, NJ
Duralast Products Corp., 7	160 Thalia St. New Orleans, La
Engelhard Industries Inc., 5-8	113 Astor St. Newark 2, NJ
Mamco Corp., 2-3-8	532-542 4th St. Racine, Wis
Minneapolis-Honeywell Regulator Co., 2-3-7	2753 4th Ave. S, Minneapolis 8, Minn
Radex Corp., 1-2-3-6-8	2076 Elston Ave. Chicago 14, Ill
Trio Inc., 2-7-8	1000 Island Ave. McKees Rocks, Pa
Wickford Products Inc., 7-8	449 Broadway, New York 13, NY

BED COVERINGS
1. *BLANKETS, TWIN SIZE*
2. *BLANKETS, DOUBLE-BED*
3. *SHEETS, TWIN SIZE*
4. *SHEETS, DOUBLE-BED*

CASCO PRODUCTS CORP., 1-2, Adv Pg 157	**512 Hancock Ave. Bridgeport 2, Conn**
General Electric Co. Housewares & Commercial Eqpt. Div., 1-2	1285 Boston Ave. Bridgeport 2, Conn
Hamilton Beach Div. of Scovill Mfg. Co., 1-2	1509 Rapids Dr. Racine, Wis
Knapp-Monarch Co., 1-2	Bent & Potomac Sts. St Louis 16, Mo
Landers Frary & Clark, 1-2	47 Center St. New Britain, Conn
Mishan & Sons, E., 3-4	6 W 28th St. New York 1, NY
Northern Electric Co., 1-2	5224 N Kedzie Ave. Chicago 25, Ill
Patented Products Corp., 3-4	Danville, Ohio
Slumberest Co. Div. Electric Parts Inc., 1-2-3-4	Box 234, Georgetown, Ky
Sunbeam Corp., 1-2	5600 Roosevelt Rd. Chicago 50, Ill
Westinghouse Electric Corp. Portable Appliance Div., 1-2-3-4	246 E 4th St. Mansfield, Ohio

BLENDERS *(See Also* **POWER CENTERS)**
1. *SINGLE SPEED*
2. *DUAL SPEED*
3. *THREE SPEED*
4. *ICER ATTCHMT.*
5. *JUICER ATTCHMT.*
6. *COFFEE GRINDER ATTCHMT.*
7. *KNIFE SHARPENER ATTCHMT.*

Arrow Metal Products Co., 7	421 W 203rd St. New York 34, NY
Brother Intl. Corp., 1	36-50 38th St. Long Island City 1, NY
Dormeyer Corp., 3	5610 W Bloomingdale, Chicago 39, Ill
General Electric Co. Housewares & Commercial Eqpt. Div., 2	1285 Boston Ave. Bridgeport 2, Conn
Hamilton Beach Div. of Scovill Mfg. Co., 2	1509 Rapids Dr. Racine, Wis
Imperial Electronics Mfg. Inc., 2	291 Cleveland St. Orange, NJ
Iona Manufacturing Co. Inc., The, 2	49 Regent St. Manchester, Conn
Jiffy Enterprises Inc., 7	146-150 N 13th St. Philadelphia 7, Pa
Knapp-Monarch Co., 2-3-4	Bent & Potomac Sts. St Louis 16, Mo
La Belle Silver Co. Inc	Cooper Ave. & 80th St. Glendale 27, NY
Landers Frary & Clark, 1-2	47 Center St. New Britain, Conn
Manning-Bowman Div., McGraw-Edison Co., 2-5	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div., 2-5	2nd & Vine Sts. Boonville, Mo
Merryway Co., 2-5	North Rd. Poughkeepsie, NY
National Blenders, 1-2-3-5	97 Pasadena Ave. S Pasadena Cal
Oster Mfg. Co., John, 1-2-4-5	5055 N Lydell Ave. Milwaukee 17, Wis
Proctor-Silex Corp., 1-2	700 W Tabor Rd. Philadelphia 10, Pa
Roto Broil Corp. of America, 2	33-00 Northern Blvd. Long Island City, NY
Sibert & Co. Inc., 1	8 Livingston St. Newark 3, NJ
Sparkle Devices Inc. Div. Knapp-Monarch Co.	Bent Ave. & Potomac St. St Louis 16, Mo
Sunbeam Corp., 2	5600 Roosevelt Rd. Chicago 50, Ill
Toastmaster Div. McGraw-Edison Co., 2	1200 St Charles Rd. Elgin, Ill
Varco Inc., 1	91 Broadway, Jersey City 6, NJ
Waring Products Corp., 1-2-4-6	114 Lake St. Winsted, Conn

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

BROILERS

1. *BROILER ONLY*
2. *BROILER-GRILL COMB.*
3. *BROILER-TOASTER COMB.*
4. *BROILER-ROTISSERIE COMB.*
5. *BROILER-OVEN COMB.*

Berns Air King Corp., 1-2-4	3050 N Rockwell St. Chicago 18, Ill
CASCO PRODUCTS CORP., 5, Adv Pg 157	**512 Hancock Ave. Bridgeport 2, Conn**
Cole Electric Mfg. Co., 1-3	241 Ashland Rd. Mansfield, Ohio
Dominion Electric Corp., 3-5	150 Elm St. Mansfield, Ohio
Dunrod Applicance Corp., 1-5	885 Shepherd Ave. Brooklyn 8, NY
Everedy Co., 1	East St. Frederick, Md
Gala Appliance Mfg. Inc., 1-2-3-5	2783 W 36th St. Brooklyn 24, NY
General Electric Co. Housewares & Commercial Eqpt. Div., 1-4	1285 Boston Ave. Bridgeport 2, Conn
International Appliance Corp., 1-4-5	920 Stanley Ave. Brooklyn 8, NY
Kay-Townes Antenna Co., 4	Box 593, Rome, Ga
Magic Hostess Corp., 1	36th & Bennington, Kansas City 29, Mo
Manning-Bowman Div., McGraw-Edison Co., 5	2nd & Vine, Boonville, Mo
Mardigian Corp. Buckeye Div., 1	Wooster, Ohio
Marken Mfg. Co. Inc., 2-4	60-06 37th Ave. Woodside 77, NY
McGraw-Edison Co. Bersted Mfg. Div., 5	2nd & Vine Sts. Boonville, Mo
Mirro Aluminum Co., 1	1512 Washington St. Manitowoc, Wis
Munsey Products Inc., 3-5	Box 4285, Asher Ave. Sta. Little Rock, Ark
National Aluminum Mfg. Co., 2	720 Park Ave. Peoria 3, Ill
Nesco Industries Inc. Div. of Knapp-Monarch Co., 2-4	Bent & Potomac Sts. St Louis 16, Mo
Proctor-Silex Corp., 3-5	700 W Tabor Rd. Philadelphia 10, Pa
Quaker Industries Inc., 2	281 Central Ave. Silver Creek, NY
RIVAL MFG. CO., 1, Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Roto Broil Corp. of America, 5	33-00 Northern Blvd. Long Island City, NY
Toastswell Co., The, 5	640 Tower Grove Ave. St Louis 10, Mo
Westinghouse Electric Corp. Portable Appliance Div., 1-2	246 E 4th St. Mansfield, Ohio

CAN OPENERS *(See Also:* POWER CENTERS)

1. *BUILT-IN*
2. *FREE-STANDING*
3. *WALL-HANGING*
4. *COMB. KNIFE SHARPENER*

Alliance Mfg. Co. Inc. Div. Consolidated Electronics Inds	Alliance, Ohio
Burgess Vibrocrafters Inc., 1-2-3	Grayslake, Ill
Century Enterprises Inc	2901 White Plains Rd. New York 67, NY
CORY CORP., 2-3, Adv Pgs 153, 154	**3289 W Peterson Ave. Chicago 45, Ill**
Dormeyer Corp., 2-3	5610 W Bloomingdale, Chicago 39, Ill
Farber Inc., S. W., 2-3	415 Bruckner Blvd. New York 54, NY
General Electric Co. Housewares & Commercial Eqpt. Div., 2-3	1285 Boston Ave. Bridgeport 2, Conn
Hamilton Beach Div. of Scovill Mfg. Co., 2-3	1509 Rapids Dr. Racine, Wis
Harben Company, 2	78 S La Salle St. Aurora, Ill
Hunter Div.-Robbins & Myers Inc., 2-3	2500 Frisco Ave. Memphis 14, Tenn
Iona Manufacturing Co. Inc., The, 2-3	49 Regent St. Manchester, Conn
Knapp-Monarch Co., 3-4	Bent & Potomac Sts. St Louis 16, Mo
La Belle Silver Co. Inc	Cooper Ave. & 80th St. Glendale 27, NY
Landers Frary & Clark, 2-3	47 Center St. New Britain, Conn
Lasko Metal Products Co., 2	438 W Gay St. W Chester, Pa
Magic Hostess Corp., 1-2-3	36th & Bennington, Kansas City 29, Mo
Mishan & Sons, E., 3	6 W 28th St. New York 1, NY
Oster Mfg. Co., John, 2-3	5055 N Lydell Ave. Milwaukee 17, Wis
RIVAL MFG. CO., 1-2-3, Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Roto Broil Corp. of America	33-00 Northern Blvd. Long Island City, NY
Roto Broil Corp. of America, 2	33-00 Northern Blvd. Long Island City, NY
Smith-Benny Sales Co., 4	11 W 42nd St. New York 36, NY
Sunbeam Corp., 2-3	5600 Roosevelt Rd. Chicago 50, Ill
Superior Electric Products Corp., 2-3	Cape Girardeau, Mo
SWING-A-WAY MFG. CO., 2-3-4, Adv Pg 162	**4100 Beck Ave. St Louis 16, Mo**
Toastmaster Div. McGraw-Edison Co., 2-3	1200 St Charles Rd. Elgin, Ill
Trade-Wind Div. Robbins & Myers Inc., 1	7755 Paramount Pl. Pico Rivera, Cal
Troy Industries Inc., 2-3	135 Marbledale Rd. Tuckahoe, NY
Union Die Casting Co., 2-4	676 W Putnam Dr. Whittier, Cal
Westinghouse Electric Corp. Portable Appliance Div., 2-3	246 E 4th St. Mansfield, Ohio

CHIMES, *DOOR*

1. *W/TUBES, OR PIPES*
2. *W/O TUBES*
3. *W/CLOCK*

Auth Electric Co. Inc., 2	34-20 45th St. Long Island City 1, NY
Cable Electric Products Inc., 2	234 Daboll St. Providence 7, RI
Carey Mfg. Co., The Philip, 1-2-3	1700 Grand Ave. Middletown, Ohio
Edwards Co., 1-2-3	90 Connecticut Ave. Norwalk, Conn
Emerson Elec. Mfg. Co., 1-2-3	8100 Florissant Ave. St Louis 36, Mo
Miami Cabinet Div. Philip Carey Mfg. Co., 1-2-3	1700 Grand Ave. Middletown, Ohio
Nu Tone Inc., 1-2-3	Madison & Red Bank Rds. Cincinnati 27, Ohio
Overocean Clock Co., 3	6 W 18th St. New York 11, NY
Rittenhouse Co. Inc., The 1-2-3	Honeoye Falls, NY
Victor Ventilator Div. The Philip Carey Mfg. Co., 1-2-3	329 S Wayne Ave. Cincinnati 15, Ohio

CHRISTMAS TREE LIGHTS & DECORATIONS

Adler Inc., Kurt S.	15 W 28th St. NY 1, NY
American Import Co., The	1167 Mission St. San Francisco 3, Cal
Arandell Products Co	3915 Powelton Ave. Philadelphia, Pa
Blume Inc., S. J.	569 Broadway, New York 12, NY
Bostwick Div. of B. T. Babbitt, Inc	625 Madison Ave. New York 22, NY
Cable Electric Products Inc	234 Daboll St. Providence 7, RI
Carroll & Co., J. B.	319 N Albany Ave. Chicago 12, Ill
Compco Corp	1800 N Spaulding Ave. Chicago 47, Ill
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Electro Eng. Products Co, Inc.	609 W Lake St. Chicago 6, Ill
Ferry Mfg. Co	3116 Spring Garden St. Philadelphia 4, Pa
Gem Electric Mfg. Co. Inc	237 37th St. Brooklyn 32, NY
Holt-Howard Associates	639 Canal St. Stamford, Conn
Jiffy Enterprises Inc	146-150 N 13th St. Philadelphia 7, Pa
Kupfer Inc., Julius	79-10 Albion Ave. Elmhurst 73, NY
Nesbit Inds. Inc	1823 N Milwaukee Ave. Chicago 47, Ill
Noma Lites, Inc	55 W 13th St. New York 11, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Paper Novelty Mfg. Co	166 Henry St. Stamford, Conn
Party - O Corp	601 W 26th St. New York 1, NY
Penetray Corp.	615-623 Front St. Toledo, Ohio
Quon-Quon Co	1823 S Hope St. Los Angeles, Cal
Spartus Corp.	2110 W Walnut St. Chicago 12, Ill
Troike Sales	Box 622, Chicago 90, Ill
Ultra Violet Products Co	5114 Walnut Grove Ave. San Gabriel, Cal
Union Novelty Co	30 W 23rd St. New York, NY

CLIPPERS, *HAIR*

1. *MAGNETIC MOTOR*
2. *UNIVERSAL MOTOR*
3. *ADJUSTABLE CUTTERS*

A.S.R. Products Corp., 1-3	380 Madison Ave. New York 30, NY
Allover Clipper Products Co., 1-2-3	1745 Flett Ave. Racine, Wis
Dormeyer Mfg. Co., A. F., 1-3	3420 N Milwaukee Ave. Chicago, Ill
Manning-Bowman Div., McGraw-Edison Co., 1-3	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div., 1-3	2nd & Vine Sts. Boonville, Mo
Radex Corp., 2	2076 Elston Ave. Chicago 14, Ill
Sunbeam Corp., 1	5600 Roosevelt Rd. Chicago 50, Ill
Toastmaster Div. McGraw-Edison Co., 1-3	1200 St Charles Rd. Elgin, Ill
Wahl Clipper Corp	2902 N Locust St. Sterling, Ill

CLOCKS, ELECTRIC

1. *ALARM*
2. *FLASHING-LIGHT ALARM*
3. *BUILT-IN*
4. *KITCHEN*
5. *MANTEL & TABLE*
6. *APPLIANCE CONTROL*
7. *WALL*

Air Control Products Inc., 3	Coopersville, Mich
Electro Eng Products Co. Inc., 7	609 W Lake St. Chicago 6, Ill
Esty Sales Co., 1	888 River Ave. New York 52, NY
Excel Mfg. Corp., 7	20th & S Walnut Sts. Muncie, Ind
Flom Co., 1-3-4-5-7	1261 Broadway, New York, NY
Gary-Alan Products Co., 3	1026 Milwaukee Ave. Chicago 22, Ill
General Electric Co. Housewares & Commercial Eqpt. Div., 1-4-5-6-7	1285 Boston Ave. Bridgeport 2, Conn
General Products Company, 4-5-7	Star Rt. "A", Austin 4, Tex
Haddon Products, 4-5-7	800 S Ada, Chicago 7, Ill
Harben Company, 7	78 S La Salle St. Aurora, Ill
Ingraham Co., The, E., 1-4-5-7	392 N Main St. Bristol, Conn
International Register Co., 6	2620 W Washington Blvd. Chicago 12, Ill
Jefferson Electric Co	840 S 25th Ave. Bellwood, Ill
Jiffy Enterprises Inc	146-150 N 13th St. Philadelphia 7, Pa
Kenro Corp., 4	Fredonia, Wis
La Belle Silver Co. Inc	Cooper Ave. & 80th St. Glendale 27, NY
Landau & Co. Inc., Max, 5-7	22 W 48th St. New York 36, NY
Leads of California, 3	235 Westminster Ave. Venice, Cal
Leigh Building Products Div. Air Control Prods. Inc., 3	Coopersville, Mich
Lux Clock Mfg. Co. Inc., 1-4-6	95 Johnson St. Waterbury 20, Conn

Electric Housewares

Mastercrafters Clock & Radio Co., 4-5-7	1750 W Fulton St. Chicago 12, Ill
Miller Clock Co., Howard, 3-4-5-7	110 W Washington St. Zeeland, Mich
National Presto Industries, 6	Eau Claire, Wis
New England Clock Co., 5-7	Farmington, Conn
Nu Tone Inc., 3	Madison & Red Bank Rds. Cincinnati 27, Ohio
Overocean Clock Co., 1-4-5	6 W 18th St. New York 11, NY
PARAGON ELECTRIC CO. INC. SUB. OF AMERICAN MACHINE & FOUNDRY CO., 6, Adv Pg 160	**1600 - 12th St. Two Rivers, Wis**
Parallel Mfg. Corp., 3-4-7	32 E 10th St. New York 3, NY
Pennwood Numechron Co., 4-5-7	7249 Frankstown Ave. Pittsburgh 8, Pa
Poole Products Co., 1-3-4-5-6-7	1-20 Wadsworth St. Auburn, NY
R & H Guarantee Products, 1-3-4-7	5440 W Cermak Rd. Cicero 50, Ill
Rensie Watch Co., 5-7	302 5th Ave. New York 1, NY
Revere Clock Co., The, 5-7	Hwy. 12 W, Starkville, Miss
Roxhall Time Corp., 7	43 W 24th St. New York 10, NY
Schiller & Asmus Inc., 4-7	1525 Mdse Mart, Chicago 54, Ill
Sessions Clock Co., 1-3-4-5-7	Forestville, Conn
Seth Thomas Clocks Div. of General Time Corp., 1-4-5-7	135 S Main St. Thomaston, Conn
Spartus Corp., 3-4-5-6-7	2110 W Walnut St. Chicago 12, Ill
Sunbeam Corp., 1-2-3-4-5-6-7	5600 Roosevelt Rd. Chicago 50, Ill
Swanson Inc., 3	607 S Washington St. Owosso, Mich
Syroco Inc. Div. Syracuse Ornamental Co	581 S Clinton St. Syracuse 2, NY
Tork Time Controls Inc., 6	# 1 Grove St. Mount Vernon, NY
Verity South Hall Ltd. Inc., 5-7	670 S Coast Hwy. Laguna Beach, Cal
Westclox Div. of General Time Corp., 1-2-3-4-5-6-7	La Salle, Ill
Woodcroftery Shops Inc., The., 4-5-7	Coley Bldg. Wayland, NY

CLOCKS, *ELECTRIC, CORDLESS*

Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Florn Co	1261 Broadway, New York, NY
General Electric Co. Housewares & Commercial Eqpt. Div.	1285 Boston Ave. Bridgeport 2, Conn
Gibraltar Mfg. Co. Inc	403 Cummunipaw Ave. Jersey City, NJ
Haddon Products	800 S Ada, Chicago 7, Ill
Ingraham Co., The, E.	392 N Main St. Bristol, Conn
La Belle Silver Co. Inc	Cooper Ave. & 80th St. Glendale 27, NY
Landau & Co. Inc., Max	22 W 48th St. New York 36, NY
Mastercrafters Clock & Radio Co	1750 W Fulton St. Chicago 12, Ill
Miller Clock Co., Howard	110 W Washington St. Zeeland, Mich
New England Clock Co	Farmington, Conn
Overocean Clock Co	6 W 18th St. New York 11, NY
Poole Products Co	1-20 Wadsworth St. Auburn, NY
R & H Guarantee Products	5440 W Cermak Rd. Cicero 50, Ill
Rensie Watch Co	302 5th Ave. New York 1, NY
Roxhall Time Corp	43 W 24th St. New York 10, NY
Sessions Clock Co	Forestville, Conn
Seth Thomas Clocks Div. of General Time Corp	135 S Main St. Thomaston, Conn
Spartus Corp.	2110 W Walnut St. Chicago 12, Ill
Sunbeam Corp.	5600 Roosevelt Rd. Chicago 50, Ill
Swanson Inc	607 S Washington St. Owosso, Mich
Verity South Hall Ltd. Inc	670 S Coast Hwy. Laguna Beach, Cal
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY

CLOCKS, *MECHANICAL:* *See NON-ELECTRIC* HOUSEWARES

CLOCK-RADIOS: *See* HOME ELECTRONICS

COFFEMAKERS, *ELECTRIC*

1. *LESS THAN 10-CUP CAPACITY*
2. *10-20 CUP CAPACITY*
3. *OVER 20-CUP CAPACITY*
4. *DETACHABLE CONTROLS*
5. *IMMERSIBLE*
6. *EXPRESSO*

Battin & Son Inc., L., 1	49-51 W 23rd St. New York 10, NY
CASCO PRODUCTS CORP., 1-4-5, Adv Pg 157	**512 Hancock Ave. Bridgeport 2, Conn**
Century Enterprises Inc	2901 White Plains Rd. New York 67, NY
Chemex Corp., 2-3	41 Murray St. New York 7, NY
CORY CORP., 1-2-3-5, Adv Pgs 153, 154	**3200 W Peterson Ave. Chicago 45, Ill**
Damar Prods. Inc., 1	Damar Bldg. Elizabeth, NJ
Dominion Electric Corp., 2-5	150 Elm St. Mansfield, Ohio
Dormeyer Corp., 1-3-4-5	5610 W Bloomingdale, Chicago 39, Ill
Enterprise Aluminum Co., 1-2-3	500 Oberlin Rd. SW, Massillon, Ohio
Farber Inc., S. W., 1-2-3	415 Bruckner Blvd. New York 54, NY
Forman Family Inc., 1	185-195 Broadway, Brooklyn 11, NY
General Electric Co. Housewares & Commercial Eqpt. Div., 1	1285 Boston Ave. Bridgeport 2, Conn
Hamilton Beach Div. of Scovill Mfg. Co., 1-4-5	1509 Rapids Dr. Racine, Wis
Kay Co. Inc., W., 2	19 W 23rd St. New York 10, NY
Knapp-Monarch Co., 2	Bent & Potomac Sts. St Louis 16, Mo
Kord Mfg. Co. Inc., 2-3	4510 White Plains Rd. New York 70, NY
La Belle Silver Co. Inc	Cooper Ave. & 80th St. Glendale 27, NY
Landers Frary & Clark, 1-2-3-4-5	47 Center St. New Britian, Conn
Lasko Metal Products Co., 1	438 W Gay St. W Chester, Pa
Manning-Bowman Div., McGraw-Edison Co., 2	2nd & Vine, Boonville, Mo
Mardigian Corp. Buckeye Div., 1-2-4-5	Wooster, Ohio
Mazzoli Coffee Inc., 6	236 Ave. U, Brooklyn, NY
McGraw-Edison Co. Barsted Mfg. Div., 2-5	2nd & Vine Sts. Boonville, Mo
Merit Enterprises Inc	577 Wortman Ave. Brooklyn 8, NY
METAL WARE CORP., THE, 1-2-3, Adv Pg 159	**1700 Monroe St. Two Rivers, Wis**
Mirro Aluminum Co., 1-2-3-4-5	1512 Washington St. Manitowoc, Wis
Nelson Machine & Mfg. Co., 2	Box 354, Ashtabula, Ohio
Proctor-Silex Corp., 1	700 W Tabor Rd. Philadelphia 10, Pa
Regal Ware Inc., 1-2-3	Kewaskum, Wis
Roto Broil Corp. of America, 2	33-00 Northern Blvd. Long Island City, NY
Son-Chief Electrics Inc., 2	Winsted, Conn
Sunbeam Corp., 1-2-5	5600 Roosevelt Rd. Chicago 50, Ill
Therm-O-Ware Electric Corp., 1-2-4	1250 Rockaway Ave. Brooklyn 36, NY
Toastmaster Div. McGraw-Edison Co., 2	1200 St Charles Rd. Elgin, Ill
Tricolator Mfg. Co., 2-3	Bellmore, NY
West Bend Co., The, 1-2-3-4-5	West Bend, Wis
Westinghouse Electric Corp. Portable Appliance Div., 1-2-4-5	246 E 4th St. Mansfield, Ohio

CONTROL CENTERS, *APPLIANCE*

1. *BUILT-IN*
2. *FREE-STANDING*

Novel-Craft Mfg. Co., 2	58 E 11 St. New York, NY
Nu Tone Inc., 1	Madison & Red Bank Rds. Cincinnati 27, Ohio
Rhodes Inc., M. H., 1	30 Bartholomew Ave. Hartford 6, Conn
Sunbeam Corp., 1-2	5600 Roosevelt Rd. Chicago 50, Ill
Westinghouse Electric Corp. Portable Appliance Div., 1	246 E 4th St. Mansfield, Ohio

COOKERS

1. *BAKED BEAN*
2. *BUFFET*
3. *EGG*
4. *FRANKFURTER*
5. *PRESSURE*

CASCO PRODUCTS CORP., Adv Pg 157	**512 Hancock Ave. Bridgeport 2, Conn**
Dominion Electric Corp., 4	150 Elm St. Mansfield, Ohio
Dormeyer Corp., 2	5610 W Bloomingdale, Chicago 39, Ill
Farber Inc., S. W., 2	415 Bruckner Blvd New York 54, NY
Foster Aluminum Alloy Prods. Corp., 2	43-45 Pearl St. Forestville, NY
Hankscraft Co., 3	Booster Blvd. Reedsburg, Wis
Holt-Howard Associates, 3	639 Canal St. Stamford, Conn
Kay Co. Inc., W., 1	19 W 23rd St. New York 10, NY
McGraw-Edison Co. Bersted Mfg. Div., 4	2nd & Vine Sts. Boonville, Mo
Mirro Aluminum Co., 2-5	1512 Washington St. Manitowoc, Wis
Sunbeam Corp., 3	5600 Roosevelt Rd. Chicago 50, Ill
Therm-O-Ware Electric Corp., 2	1250 Rockaway Ave. Brooklyn 36, NY
West Bend Co., The, 1-2	West Bend, Wis
Westinghouse Electric Corp. Portable Appliance Div., 2-4	246 E 4th St. Mansfield, Ohio
Wisconsin Aluminum Foundry Co. Inc., 5	16th and Franklin Sts. Manitowoc, Wis

CORD SETS

1. *SELF-COILING*
2. *STANDARD*

A K Electric Corp., 2	231 Front St. Brooklyn 1, NY
Beckley Electric Co	468 Grand Ave. Brooklyn 38, NY
Belden Mfg. Co.	415 S Kilpatrick Ave. Chicago 44, Ill
Benjamin Reel Products Inc., 1-2	10700-10710 Broadway, Cleveland 25, Ohio
Cable Electric Products Inc., 1-2	234 Daboll St. Providence 7, RI
Cordomatic Corp., 1-2	1724 W Indiana Ave. Philadelphia 32, Pa
Cords Ltd., The, Div. Essex Wire Corp	1601 Wall St. Ft. Wayne, Ind
Cornish Wire Co. Inc	50 Church St. New York 7, NY
Drop-Lite Electric Mfg. Corp., 2	305 1st St. Brooklyn 15, NY
Eagle Electric Mfg. Co. Inc., 2	23-10 Bridge Plaza S, Long Island City, NY
Electri-Cord Mfg. Co. Inc	2554 E 18th St. Brooklyn 35, NY
Ferry Mfg. Co., 2	3116 Spring Garden St. Philadelphia 4, Pa
Fraser Machine & Mfg. Co	Goleta, Cal
Gem Electric Mfg. Co. Inc	237 37th St. Brooklyn 32, NY
General Electric Co. Wiring Device Dept., 2	95 Hathaway St. Providence 7, RI
Kupfer Inc., Julius, 2	79-10 Albion Ave. Elmhurst 73, NY
Leviton Mfg. Co. Inc	236 Greenpoint Ave. Brooklyn 22, NY
Miller Electric Co	120 Main St. Pawtucket, RI
Mountain States Appliance Cord Co	1932 Arapahoe, Denver 2, Colo
Novel-Craft Mfg. Co., 1-2	58 E 11 St. New York, NY

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Pacific Electricord Co., 1-2	3217 Exposition Pl. Los Angeles 18, Cal
Patco Products Co. Inc., 2	858 Grand St. Brooklyn 11, NY
Racine Specialty Mfg. Co., 3	1309 State St. Racine, Wis
Rodale Mfg. Co., 2	6th & Minor Sts. Emmaus, Pa
Royal Electric Corp., 2	95 Grand Ave. Pawtucket, RI
Seeger-Williams Inc., 1-2	4 Norman St. Bridgeport 5, Conn
Waage Mfg. Co	632 N Albany Ave. Chicago 12, Ill

CRUSHERS. *ICE (See Also: POWER CENTERS)*
1. *INDEPENDENT UNITS*
2. *ACCESSORY, APPLIANCE*

Landers Frary & Clark, 1	47 Center St. New Britain, Conn
Magic Hostess Corp., 1	36th & Bennington, Kansas City 29, Mo
Oster Mfg. Co., John, 1-2	5055 N Lydell Ave. Milwaukee 17, Wis
Proctor-Silex Corp., 1	700 W Tabor Rd. Philadelphia 10, Pa
RIVAL MFG. CO., 1, Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Viking Importrade Inc	225 5th Ave. New York 10, NY
Waring Products Corp., 2	114 Lake St. Winsted, Conn

DEFROSTERS. *REFRIGERATOR*

Miller-Harris Instrument Co	1134 S 1st St. Milwaukee 4, Wis
PARAGON ELECTRIC CO. INC. SUB. OF AMERICAN MACHINE & FOUNDRY CO., Adv Pg 160	**1600 - 12th St. Two Rivers, Wis**
Spartus Corp.	2110 W Walnut St. Chicago 12, Ill

DEHUMIDIFIERS. *CLOSET, ELECTRIC*

Abbeon Supply Co	179-15 Jamaica Ave. Jamaica 32, NY
Dampp-Chaser Inc	Box 1641, Hendersonville, NC
Fresh'nd-Aire Co. A Div. of Cory Corp	3200 W Peterson, Chicago 45, Ill
Thompson & Sons, O. E.	111 Quimby St. Westfield, NJ

DEHUMIDIFIERS. *ROOM & BASEMENT:* **See MAJOR APPLIANCES**

DEODORIZERS

Bostwick Div. of B. T. Babbitt, Inc	625 Madison Ave. New York 22, NY
CORY CORP., Adv Pgs 153, 154	**3200 W Peterson Ave. Chicago 45, Ill**
Curran Co., Frank J.	8101 S Main St. Downers Grove, Ill
Esquire Chemical Co., Div. of Frank J Curran Co	8103 S Main St. Downers Grove, Ill
India Incense Co. Inc	116 W Illinois St. Chicago, Ill
Kimball Co., C. M.	131 State St. Boston 9, Mass
Marjon & Assoc	Box 791, Maricopa, Cal
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Penn-Champ Oil Corp	Butler, Pa
Permatron Corp	666 E Kensington Rd. Arlington Hts. Ill
Puritron Corp., The	15 Stiles St. New Haven, Conn
Radex Corp.	2076 Elston Ave. Chicago 14, Ill
San-A-Lizer Div. Arm Industries Inc	129 E Linden Ave. Burbank, Cal
Surco Products Inc	1040 E 33rd St. Hialeah, Fla
Woodlets Inc.	2048 Niagara St. Buffalo 7, NY

DISHES. *CHAFING*

Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Maison Gourmet Ltd	1170 Broadway, New York 1, NY
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Raymond Chenille Co	294 Auburn St. Cranston, RI

DISPOSERS: **See MAJOR APPLIANCES**

DRAPERY CONTROLS. *AUTOMATIC*
1. *MULTI-UNIT OPERATION*
2. *REMOTE CONTROLS*
3. *SCREW-DRIVEN (NO CORD)*
4. *SEPARATE OPEN, CLOSE & STOP BUTTONS*

ADMIRAL SALES CORP., 2-3-4, Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Bel-Aire Products Co., 2-4	813 Johnston St. Akron 6, Ohio
Damar Prods. Inc., 2-4	Damar Bldg. Elizabeth, NJ
Dormeyer Corp., 2-4	5610 W Bloomingdale, Chicago 39, Ill
Falco Products Co., 2-4	1100 W York St. Philadelphia 33, Pa
General Electric Co., 2-4	Appliance Park, Louisville 1, Ky
General Electric Co. Housewares & Commercial Eqpt. Div.	1285 Boston Ave. Bridgeport 2, Conn
Hamilton Industries & Corp., 2-4	1319 S Michigan Ave. Chicago 5, Ill
Imperial Electronics Mfg. Inc., 2-4	291 Cleveland St. Orange, NJ
Keen Mfg. Co., 2-4	222 W 3rd, Kansas City, Mo
Kenney Mfg. Co., 1-2-3-4	609 Wellington Ave. Cranston 10, RI
Laitner Brush Co., 2-4	2000 Brooklyn Ave. Detroit, Mich
Mathes Co. Div. of Glen Alden, 2-4	Marble Falls, Tex
Monogram Industries Inc., 2-4	825 S Front St. Quincy, Ill
North American Philips Co. Inc., 2-4	100 E 42nd St. New York 17, NY
Nu Tone Inc., 2-4	Madison & Red Bank Rds. Cincinnati 27, Ohio
PHILCO CORP., 2-4, Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Remington Corp., 2-4	Willey St. Auburn, NY
Rittenhouse Co. Inc., The, 2-4	Honeoye Falls, NY
Southland Mower Co. Inc., 2-4	29 N Division St. Selma, Ala
Spartus Corp., 2-4	2110 W Walnut St. Chicago 12, Ill
Sunbeam Corp., 2-4	5600 Roosevelt Rd. Chicago 50, Ill
Webcor Inc., 2-4	5610 W Bloomingdale, Chicago 39, Ill

DRYERS. *CLOTHES, PORTABLE*

ADMIRAL SALES CORP., Adv Pgs Inside Front Cover, 1	**3800 W Cortland St. Chicago 47, Ill**
Artmoore Co	1255 N 6th St. Milwaukee 12, Wis
Bel-Aire Products Co	813 Johnston St. Akron 6, Ohio
Cordomatic Corp	1724 W Indiana Ave. Philadelphia 32, Pa
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Dormeyer Corp	5610 W Bloomingdale, Chicago 39, Ill
Frantz Electric Ind. Inc	2775 S Moreland Blvd. Cleveland, Ohio
General Electric Co	Appliance Park, Louisville 1, Ky
Hallmark Inds. Corp	2323 Biscayne Blvd. Miami, Fla
Hamilton Industries & Corp	1319 S Michigan Ave. Chicago 5, Ill
Howard Housewares, A Div. of La Pointe Industries Inc.	155 W Main St. Rockville, Conn
Imperial Electronics Mfg. Inc	291 Cleveland St. Orange, NJ
Keen Mfg. Co	222 W 3rd, Kansas City, Mo
Laitner Brush Co	2000 Brooklyn Ave. Detroit, Mich
Mathes Co. Div. of Glen Alden	Marble Falls, Tex
Monogram Industries Inc.	825 S Front St. Quincy, Ill
Naxon Utilities Corp	3600 W Touhy Ave. Chicago 45, Ill
Nu Tone Inc	Madison & Red Bank Rds. Cincinnati 27, Ohio
PHILCO CORP., Adv Pgs 95, 102, 136	**Tioga & "C" Sts. Philadelphia 34, Pa**
Phillips Mfg. Co. Inc	201 N Waco, Wichita 2, Kan
Remington Corp	Willey St. Auburn, NY
Rittenhouse Co. The., The	Honeoye Falls, NY
Schwartz & Co. Inc., Chas.	1400 W Fulton, Chicago, Ill
Southland Mower Co. Inc	29 N Division St. Selma, Ala
Spartus Corp.	2110 W Walnut St. Chicago 12, Ill
Sunbeam Corp.	5600 Roosevelt Rd. Chicago 50, Ill
Trilmont Products Co	Merion Station, Pa
Webcor Inc	5610 W Bloomingdale, Chicago 39, Ill
Woodenware Products Corp	122 N 7th St. St Louis 1, Mo

DRYERS. *HAIR*
1. *FLOOR STAND OR PEDESTAL*
2. *HAND*
3. *HOOD*
4. *HOOD, ADJUST. HEAT*
5. *COMB AND/OR BRUSH DRYING ATTCHMTS.*
6. *TRAVEL CASE*

Dominion Electric Corp., 2-3-4-6	150 Elm St. Mansfield, Ohio
Dormeyer Corp., 3-4	5610 W Bloomingdale, Chicago 39, Ill
General Electric Co. Housewares & Commercial Eqpt. Div., 3-4	1285 Boston Ave. Bridgeport 2, Conn
General Mfg. Co., 2	1110 E 5th St. Dayton, Ohio
Imperial Electronics Mfg. Inc., 3-4-5	291 Cleveland St. Orange, NJ
Knapp-Monarch Co., 2-4	Bent & Potomac Sts. St Louis 16, Mo
Kord Mfg. Co. Inc., 4	4510 White Plains Rd. New York 70, NY
La Belle Silver Co. Inc	Cooper Ave. & 80th St. Glendale 27, NY
Landers Frary & Clark, 2-3-4	47 Center St. New Britain, Conn
Manning-Bowman Div., McGraw-Edison Co., 2-3	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div., 2-3-4	2nd & Vine Sts. Boonville, Mo
Merit Enterprises Inc	577 Wortman Ave. Brooklyn 8, NY
Meyer & Sons, W. F., 1-3	400 N Wells St. Chicago 10, Ill
Mishan & Sons, E., 2-6	6 W 28th St. New York 1, NY
Oster Mfg. Co., John, 1-2-3-6	5055 N Lydell Ave. Milwaukee 17, Wis
Postcraft Co., 3	1220 W 6th Ave. Cleveland 13, Ohio
Ronson Corp., 1-2-3-4-5-6	1 Ronson Rd. Woodbridge, NJ
Roto Broil Corp. of America, 2-3	33-00 Northern Blvd. Long Island City, NY
Sunbeam Corp., 1-3-4-6	5600 Roosevelt Rd. Chicago 50, Ill
Superior Electric Products Corp., 2-3	Cape Girardeau, Mo
Wahl Clipper Corp	2902 N Locust St. Sterling, Ill
Waring Products Corp., 3-4-6	114 Lake St. Winsted, Conn
Westinghouse Electric Corp. Portable Appliance Div., 4-6	246 E 4th St. Mansfield, Ohio

Electric Housewares

EXTERMINATORS, *INSECT*

Ampsco Corp	1281 S Front St. Columbus, Ohio
Burgess Vibrocrafters Inc	Grayslake, Ill
Coopers Creek Chem Corp	River Rd. W Conshohocken, Pa
Curran Co., Frank J.	8101 S Main St. Downers Grove, Ill
Destruxol Corp Ltd	495 S Arroyo Pkwy. Pasadena, Cal
Detjen Corp. Insectocutor Div	Pleasant Valley, NY
Electro-Lads Mfg. Co	Box 2262, Dearborn, Mich
Esquire Chemical Co., Div. of Frank J Curran Co	8103 S Main St. Downers Grove, Ill
Harris Products Co. Inc	119 NE 14th St. Miami Beach 32, Fla
Karith Chemical Co	815 Arthington St. Chicago 7, Ill
Lethelin Prods. Co. Inc	15 MacQuesten Parkway S Mount Vernon, NY
Lubbers & Bell Mfg. Co	86 - 16th Ave. Clinton, Iowa
McDonough Power Equipment Inc	McDonough, Ga
Patio Products Inc	275 Jefferson St. Newark 5, NJ
Rotenone Products Co. Inc	110 Eaton Pl. E Orange, NJ
Southern National Mfg. Co	Hollister, Mo

FANS

1. *ATTIC*
2. *DESK OR TABLE*
3. *EXHAUST*
4. *HASSOCK*
5. *PEDESTAL OR STAND*
6. *PORTABLE, ROLL-AROUND*
7. *WINDOW*
8. *W/FILTERS*

Air Control Products Inc., 3-8	Coopersville, Mich
Air Controls, Inc., 1-3-5-6-7	2310 Superior Ave. Cleveland 14, Ohio
Aimado Inc. Sub. of Symphonic Electronic Corp., 8	10 Columbus Circle, New York 19, NY
American Coolair Corp., 1-3	Box 2300, Jacksonville 3, Fla
Berns Air King Corp., 1-3-4-5-6-7-8	3050 N Rockwell St. Chicago 18, Ill
Broan Mfg. Co. Inc., 3-8	Hartford, Wis
Buffalo Forge Co., 1-3	490 Broadway, Buffalo 4, NY
C & H Air Conditioning Fan Co. Inc., 1-2-3-5-6-7	1591-1623 Dekalb Ave. NE, Atlanta 7, Ga
Carey Mfg. Co., The Philip, 8	1700 Grand Ave. Middletown, Ohio
Chemex Corp., 2-6-7	41 Murray St. New York 7, NY
Dayton Electric Mfg. Co., 1-2-3-4-5-6-7	126 S Oakley Ave. Chicago 12, Ill
Dominion Electric Corp., 1-2-3-6-7	150 Elm St. Mansfield, Ohio
Emerson Elec. Mfg. Co., 1-2-3-5-6-7	8100 Florissant Ave. St Louis 36, Mo
Fasco Industries Inc., 2-3-4-5-6-7	Box 509, Rochester 2, NY
Fresh'nd-Aire Co. A Div. of Cory Corp., 2-3-4-5-6-7	3200 W Peterson, Chicago 45, Ill
Frigid Inc., 1-2-3-4-5-6-7-8	1250 Rockaway Ave. Brooklyn 36, NY
General Electric Co. Housewares & Commercial Eqpt. Div., 2-3-4-5-6-7-8	1285 Boston Ave. Bridgeport 2, Conn
Harben Company, 5-7	78 S La Salle St. Aurora, Ill
Hunter Div.-Robbins & Myers Inc., 1-2-3-4-5-6-7	2500 Frisco Ave. Memphis 14, Tenn
Ilg Electric Ventilating Co., 1-3-5-6	2850 N Pulaski Rd. Chicago 41, Ill
International Oil Burner Co., 1-2-3-5-6-7	Spring & Park Aves. St Louis 10, Mo
Kisco Company Inc., 3-4	6300 St Louis Ave. St Louis 20, Mo
Knapp-Monarch Co., 2-3-4-6-7	Bent & Potomac Sts. St Louis 16, Mo
Kord Mfg. Co. Inc., 2-3-4-5-6-7	4510 White Plains Rd. New York 70, NY
Lakewood Engineering & Mfg. Co., 1-2-3-4-5-6-7	212 N Carpenter St. Chicago 7, Ill
Lasko Metal Products Co., 2-3-6-7	438 W Gay St. W Chester, Pa
Lau Blower Co., The, 1-3-4-5-7	2027 Home Ave. Dayton 7, Ohio
Leigh Building Products Div. Air Control Prods. Inc., 3-8	Coopersville, Mich
Manning-Bowman Div., McGraw-Edison Co., 2-3-6-7	2nd & Vine, Boonville, Mo
Markel Electric Products Inc., 3-6-7-8	141-149 Seneca St. Buffalo 3, NY
Marvin Mfg. Co., W. B., 7	W Court St. Urbana, Ohio
McGraw-Edison Co. Berstad Mfg. Div., 2-3-6-7	2nd & Vine Sts. Boonville, Mo
Meier Div. of the Lau Blower Co., 1-3	3521 E Washington St. Indianapolis 7, Ind
Metalaire Products Div. McGraw-Edison Co., 8	Box 1712, Phoenix, Ariz
Miami Cabinet Div. Philip Carey Mfg. Co., 8	1700 Grand Ave. Middletown, Ohio
Nu Tone Inc., 3-8	Madison & Red Bank Rds. Cincinnati 27, Ohio
Radex Corp., 8	2076 Elston Ave. Chicago 14, Ill
Read Unit-Fans Inc., 1-3-6-7	501 N St Patrick St. New Orleans 19, La
Rich Phil Fan Mfg. Co., 1-3-5-6-7	2900 Caroline St. Houston, Tex
Roberts Mfg. Co., 3-8	426 E Shaffer, Cleburne, Tex
Standard Electric Mfg. Co. Inc., 1-3-5-7	W Berlin, NJ
Stewart Industries Inc., 3	320 E St Joseph St. Indianapolis 2, Ind
Superior Electric Products Corp., 2	Cape Girardeau, Mo
Swanco Div. Toccoa Metal Products Co. Inc., 3-7	Box 751, Toccoa, Ga
Swanson Inc., 3-8	607 S Washington St. Owosso, Mich
Swanson Inc., 3-8	607 S Washington St. Owosso, Mich
Trade-Wind Div. Robbins & Myers Inc., 3	7755 Paramount Pl. Pico Rivera, Cal
Universal Fan Co. Inc. & McCormick Mfg. Co., 2-3-4-5-7	12 W 2nd St. Peru, Ind
Valley Fan Mfg. Co., 1-3	Fort Valley, Ga
Victor Ventilator Div. The Philip Carey Mfg. Co., 8	329 S Wayne Ave. Cincinnati 15, Ohio
Westinghouse Electric Corp. Portable Appliance Div., 2-3-5-6-7	246 E 4th St. Mansfield, Ohio

FIRELOGS

1. *ELECTRIC*
2. *GAS*

Char-Rock Corp., 2	1205 Olympic Blvd. Montebello, Cal
Firelogs Inc., 1	Box 337, Highland, NY
Guardian Mfg. Corp., 1-2	3733 E 131 St. Cleveland 20, Ohio
Jackson Co., Wm., 1-2	3 E 47th St. New York 17, NY
Levitz, Harry, 1-2	1150 Broadway, New York 1, NY
National Gas Logs Inc., 1-2	1528 Williamsbridge Rd. New York, NY
Readybuilt Products Co., 1	1701-23 McHenry St. Baltimore 23, Md
Rustic Crafts Co. Inc., The	63 S Dean St. Englewood, NJ
Westchester Brickote Products Co. Inc., 1-2	1528 Williamsbridge Rd. New York City 61, NY

FLASHLIGHTS: See *NON-ELECTRIC* HOUSEWARES

FREEZERS, *ICE CREAM*

1. *BUCKET-AND-ICE TYPE*
2. *FREEZER-COMPARTMENT TYPE*

Knibb Ind. Inc., 2	360 N Michigan Ave. Chicago 1, Ill
Porter Corp., J. E., 1-2	505-5 Broadway, Ottawa, Ill
Proctor-Silex Corp., 1-2	700 W Tabor Rd. Philadelphia 10, Pa

FRYER-COOKERS

1. *DETACHABLE CONTROLS*
2. *THERMOSTAT CONTROLS*
3. *SINGLE-HEAT UNITS*

Century Enterprises Inc	2901 White Plains Rd. New York 67, NY
Dormeyer Corp., 1	5610 W Bloomingdale, Chicago 39, Ill
Foster Aluminum Alloy Prods. Corp., 1-2	43-45 Pearl St. Forestville, NY
Knapp-Monarch Co., 2	Bent & Potomac Sts. St Louis 16, Mo
Landers Frary & Clark, 2-3	47 Center St. New Britain, Conn
Lasko Metal Products Co., 1	438 W Gay St. W Chester, Pa
Manning-Bowman Div., McGraw-Edison Co., 2	2nd & Vine, Boonville, Mo
Merit Enterprises Inc	577 Wortman Ave. Brooklyn 8, NY
Mirro Aluminum Co., 1-2	1512 Washington St. Manitowoc, Wis
National Presto Industries, 1	Eau Claire, Wis
Naxon Utilities Corp	3600 W Touhy Ave. Chicago 45, Ill
Nelson Machine & Mfg. Co., 2	Box 354, Ashtabula, Ohio
Nesco Industries Inc. Div. of Knapp-Monarch Co., 2	Bent & Potomac Sts. St Louis 16, Mo
Roto Broil Corp. of America, 2	33-00 Northern Blvd. Long Island City, NY
Sunbeam Corp., 1-2	5600 Roosevelt Rd. Chicago 50, Ill
Therm-O-Ware Electric Corp., 1-2	1250 Rockaway Ave. Brooklyn 36, NY
Toastswell Co., The	640 Tower Grove Ave. St Louis 10, Mo
West Bend Co., The	West Bend, Wis
Westinghouse Electric Corp. Portable Appliance Corp., 2	246 E 4th St. Mansfield, Ohio

FRYPAN-SKILLETS

1. *DETACHABLE CONTROLS*
2. *TILTING*
3. *BUFFET OR SERVING TYPE*

CASCO PRODUCTS CORP., 1-3, Adv Pg 157	**512 Hancock Ave. Bridgeport 2, Conn**
Century Enterprises Inc	2901 White Plains Rd. New York 67, NY
Dominion Electric Corp., 1-2-3	150 Elm St. Mansfield, Ohio
Dormeyer Corp., 1-3	5610 W Bloomingdale, Chicago 39, Ill
Farber Inc., S. W., 1-3	415 Bruckner Blvd. New York 54, NY
Foster Aluminum Alloy Prods. Corp., 1-3	43-45 Pearl St. Forestville, NY
General Electric Co. Housewares & Commercial Eqpt. Div., 1-2-3	1285 Boston Ave. Bridgeport 2, Conn
Hamilton Beach Div. of Scovill Mfg. Co., 1	1509 Rapids Dr. Racine, Wis
Harben Company, 1	78 S La Salle St. Aurora, Ill
Kord Mfg. Co. Inc., 1	4510 White Plains Rd. New York 70, NY
Landers Frary & Clark, 1-3	47 Center St. New Britain, Conn
Lasko Metal Products Co., 1-3	438 W Gay St. W Chester, Pa
Mardigian Corp. Buckeye Div., 1	Wooster, Ohio
Melco Foundry & Mfg. Co., 3	2021-25 W Ferdinand St. Chicago 12, Ill
Merit Enterprises Inc	577 Wortman Ave. Brooklyn 8, NY
Mirro Aluminum Co., 1-3	1512 Washington St. Manitowoc, Wis
National Presto Industries, 1-3	Eau Claire, Wis
Nelson Machine & Mfg. Co., 1	Box 354, Ashtabula, Ohio
Quaker Industries Inc., 1-3	281 Central Ave. Silver Creek, NY
Regal Ware Inc., 1	Kewaskum, Wis
Roto Broil Corp. of America, 1	33-00 Northern Blvd. Long Island City, NY
Son-Chief Electrics Inc., 1	Winsted, Conn
Sunbeam Corp., 1-2-3	5600 Roosevelt Rd. Chicago 50, Ill
Therm-O-Ware Electric Corp., 1-3	1250 Rockaway Ave. Brooklyn 36, NY
Toastmaster Div. McGraw-Edison Co., 1	1200 St. Charles Rd. Elgin, Ill
West Bend Co., The, 3	West Bend, Wis

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 343-346

Westinghouse Electric Corp. Portable Appliance Div., 1-3	246 E 4th St. Mansfield, Ohio
Wisconsin Aluminum Foundry Co. Inc	16th and Franklin Sts. Manitowoc, Wis

GENERATORS. *NEGATIVE ION (See Also:* AIR PURIFIERS)

Emerson Elec. Mfg. Co	8100 Florissant Ave. St Louis 36, Mo
Engelhard Industries, Inc	113 Astor St. Newark 2, NJ
Fresh'nd-Aire Co. A Div. of Cory Corp	3200 W Peterson, Chicago 45, Ill
Permatron Corp	666 E Kensington Rd. Arlington Hts. Ill
Puritron Corp., The	15 Stiles St. New Haven, Conn
Radex Corp	2076 Elston Ave. Chicago 14, Ill
SCHRAMYER CO., Adv Pg 158	**111½ E Main St. St Charles, Ill**
Waring Products Corp	114 Lake St. Winsted, Conn

GRIDDLES

1. DETACHABLE CONTROLS
2. BUFFET OR SERVING TYPE

CASCO PRODUCTS CORP., 1-2, Adv Pg 157	**512 Hancock Ave. Bridgeport 2, Conn**
Century Enterprises Inc	2901 White Plains Rd. New York 67, NY
Dormeyer Corp., 1	5610 W Bloomingdale, Chicago 39, Ill
Farber Inc., S. W., 1	415 Bruckner Blvd. New York 54, NY
Foster Aluminum Alloy Prods. Corp., 1-2	43-45 Pearl St. Forestville, NY
Hamilton Beach Div. of Scovill Mfg. Co., 1	1509 Rapids Dr. Racine, Wis
Landers Frary & Clark, 1-2	47 Center St. New Britain, Conn
Lasko Metal Products Co., 1	438 W Gay St. W Chester, Pa
Mardigian Corp. Buckeye Div	Wooster, Ohio
Melco Foundry & Mfg. Co., 2	2021-25 W Ferdinand St. Chicago 12, Ill
National Presto Industries, 1-2	Eau Claire, Wis
Naxon Utilities Corp	3600 W Touhy Ave. Chicago 45, Ill
Nelson Machine & Mfg. Co., 1	Box 354, Ashtabula, Ohio
Quaker Industries Inc., 1-2	281 Central Ave. Silver Creek, NY
Son-Chief Electrics Inc., 1	winsted, Conn
Sunbeam Corp., 1-2	5600 Roosevelt Rd. Chicago 50, Ill
Therm-O-Ware Electric Corp., 1-2	1250 Rockaway Ave. Brooklyn 36, NY
West Bend Co., The, 2	West Bend, Wis
Westinghouse Electric Corp. Portable Appliance Div., 1-2	246 E 4th St. Mansfield, Ohio
Wisconsin Aluminum Foundry Co. Inc	16th and Franklin Sts. Manitowoc, Wis

GRINDERS. *FOOD (See Also:* POWER CENTERS)

1. ICE CRUSHER ATTCHMT.
2. CAN OPENER ATTCHMT.
3. KNIFE SHARPENER ATTCHMT.
4. COFFEE GRINDER ATTCHMT.

Chop-Rite Mfg. Co	880 Cross St. Pottstown, Pa
General Slicing Machine Co. Inc	Walden, NY
Hamilton Beach Div. of Scovill Mfg. Co., 2	1509 Rapids Dr. Racine, Wis
Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Major Slicing Mach. Corp	Rt. 208, Walden, NY
Nu Tone Inc., 3	Madison & Red Bank Rds. Cincinnati 27, Ohio
Oster Mfg. Co., John 1-2	5055 N Lydell Ave. Milwaukee 17, Wis
RIVAL MFG. CO., Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**

GRINDERS. *COFFEE (See Also:* POWER CENTERS)

KITCHENAID ELECTRIC HOUSEWARES DIV. HOBART MFG., THE, Adv Pg 159	**Troy, Ohio**
Landers Frary & Clark	47 Center St. New Britain, Conn
Varco Inc	91 Broadway, Jersey City 6, NJ
Viking Importrade Inc	225 5th Ave. New York 10, NY

HEATERS. *ELECTRIC*

1. BASEBOARD
2. FAN-FORCED
3. OSCILLATING
4. RADIANT
5. RADIATOR
6. RADIATOR. STEAM

A K Electric Corp., 4	231 Front St. Brooklyn 1, NY
Acme Electric Heating Corp., 1-4-5-6	99 Reading St. Boston 19, Mass
Airnado Inc. Sub. of Symphonic Electronic Corp., 2	10 Columbus Circle, New York 19, NY
Ampere Industries, 1-4	60 Boston St. Newark 3, NJ
Arvin Industries Inc., 1-2	Columbus, Ind
Banner Met & Products Co	7 Mercer St. Cincinnati 10, Ohio
Berns Air King Corp., 2-4	3050 N Rockwell St. Chicago 18, Ill
Broan Mfg. Co. Inc., 2	Hartford, Wis
Can Arm Corp., 1-4	Box 156, Champlain, NY
Commercial Controls Corp., Electromode Div., 1-4	570 Culver Rd. Rochester 3, NY
Continental Radiant Glass Heating Corp., 4	4 W 40th St. New York 18, NY
Dominion Electric Corp., 2	150 Elm St. Mansfield, Ohio
Econmaster, 4	Box 1136, Nashville 2, Tenn
Electrend Products Corp., 1-2-4	State & Water Sts. St Joseph, Mich
Electromode Div., Commercial Controls Corp., 1-2-4	Box 1052, Rochester 3, NY
Emerson Elec. Mfg. Co., 1-2-4	8100 Florissant Ave. St Louis 36, Mo
Engelhard Industries, Inc., 4	113 Astor St. Newark 2, NJ
EPRAD INC., 2	1214 Cherry St. Toledo 4, Ohio
Fasco Industries Inc., 1-2-4	Box 509, Rochester 2, NY
Fresh'nd-Aire Co. A Div. of Cory Corp., 2-3-4	3200 W Peterson, Chicago 45, Ill
Frigid Inc., 1-2	1250 Rockaway Ave. Brooklyn 36, NY
Gary-Alan Products Co., 6	1026 Milwaukee Ave. Chicago 22, Ill
General Electric Co. Housewares & Commercial Eqpt. Div., 2-4	1285 Boston Ave. Bridgeport 2, Conn
General Electric Co. Wiring Device Dept., 1-2-4	95 Hathaway St. Providence 7, RI
Holbrook Houseware Corp., 4	156 Flushing Ave. Brooklyn 5, NY
HOTPOINT, A DIV. OF GENERAL ELECTRIC CO., 1 Adv Pgs 88, 89	**5600 W Taylor St. Chicago 44, Ill**
Hunter Div.-Robbins & Myers Inc., 1-2-4	2500 Frisco Ave. Memphis 14, Tenn
Ilg Electric Ventilating Co., 2	2850 N Pulaski Rd. Chicago 41, Ill
International Oil Burner Co., 1-2-4-5	Spring & Park Aves. St Louis 10, Mo
Knapp-Monarch Co., 1-2-4	Bent & Potomac Sts. St Louis 16, Mo
Kord Mfg. Co. Inc., 2-4	4510 White Plains Rd. New York 70, NY
La Belle Silver Co. Inc	Cooper Ave. & 80th St. Glendale 27, NY
Manning-Bowman Div., McGraw-Edison Co., 2-4	2nd & Vine, Boonville, Mo
Markel Electric Products Inc., 1-2-4	141-149 Seneca St. Buffalo 3, NY
Martin Stamping & Stove Co., 1-2-3-4	Box 259, Huntsville, Ala
McGraw-Edison Co. Bersted Mfg. Div., 2-4	2nd & Vine Sts. Boonville, Mo
Meier Div. of the Lau Blower Co., 1-2-4	3521 E Washington St. Indianapolis 7, Ind
Metalaire Products Div. McGraw-Edison Co	Box 1712, Phoenix, Ariz
Mueller Climatrol Div. Worthington Corp., 2	2005 W Oklahoma Ave. Milwaukee, Wis
Naxon Utilities Corp	3600 W Touhy Ave. Chicago 45, Ill
Nu Tone Inc., 2-4	Madison & Red Bank Rds. Cincinnati 27, Ohio
Proctor-Silex Corp., 4	700 W Tabor Rd. Philadelphia 10, Pa
Roberts Mfg. Co., 2	426 E Shaffer, Cleburne, Tex
Smith-Benny Sales Co., 5	11 W 42nd St. New York 36, NY
Spartan Electric Radiator Corp., 1-5-6	52-55 74th St. Maspeth 78, NY
Sunbeam Corp., 2-4	5600 Roosevelt Rd. Chicago 50, Ill
Sundial Electric Corp., 1-2	130-15 89th Rd. Richmond Hill 18, NY
Sun-Tron Div. of Methode Mfg. Corp., 1-4	7435 W Wilson, Chicago 31, Ill
Superior Electric Products Corp., 2-4	Cape Girardeau, Mo
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 1-2-4	5119 District Blvd. Los Angeles 22, Cal
Titan Mfg. Co. Inc., 2-4	701 Seneca St. Buffalo 10, NY
Toastmaster Div. McGraw-Edison Co., 2-4	1200 St Charles Rd. Elgin, Ill
Trilmont Products Co., 5	Marion Station, Pa
Vulcan Electric Co., 4	88 Holten St. Danvers, Mass
Washington Stove Works Inc., 1-4	Box 919, Everett, Wash
Westinghouse Electric Corp. Portable Appliance Div., 2-4	246 E 4th St. Mansfield, Ohio
Wiegand Co., Edwin L., 1-2-4	7500 Thomas Blvd. Pittsburgh 8, Pa

HEATING PADS

1. THREE SETTINGS
2. MULTIPLE SETTINGS
3. OVER-SIZE
4. ADJUSTABLE SHAPE

CASCO PRODUCTS CORP., 1, Adv Pg 157	**512 Hancock Ave. Bridgeport 2, Conn**
CORY CORP., 1-4, Adv Pgs 153, 154	**3200 W Peterson Ave. Chicago 45, Ill**
General Electric Co. Housewares & Commercial Eqpt. Div., 1-4	1285 Boston Ave. Bridgeport 2, Conn
Landers Frary & Clark, 1-2-3	47 Center St. New Britain, Conn
Manning-Bowman Div., McGraw-Edison Co., 1	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div., 1	2nd & Vine Sts. Boonville, Mo
Norjac Mfg. Corp., 1-2-3-4	122 Washington, Brooklyn, NY
Northern Electric Co	5224 N Kedzie Ave. Chicago 25, Ill
Patented Products Corp., 3	Danville, Ohio
Sibert & Co. Inc., 4	8 Livingston St. Newark 3, NJ
Walker Co., 1	Middleboro, Mass
Westinghouse Electric Corp. Portable Appliance Div., 2	246 E 4th St. Mansfield, Ohio

HOTCUPS

1. SINGLE TEMPERATURE
2. THERMOSTAT CONTROLLED

Damar Prods. Inc., 1	Damar Bldg. Elizabeth, NJ
Dormeyer Corp., 2	5610 W Bloomingdale, Chicago 39, Ill
Liberty Electric Corp., 1-2	1915 Madison Ave. Indianapolis 25, Ind
METAL WARE CORP., THE, 1, Adv Pg 159	**1700 Monroe St. Two Rivers, Wis**

Electric Housewares

HOTPLATES

1. *COILED-WIRE ELEMENTS*
2. *SOLID ELEMENTS*
3. *PLATE-COVERED ELEMENTS*
4. *THERMOSTAT CONTROLLED*
5. *TIMER CONTROLLED*

A K Electric Corp., 1	231 Front St. Brooklyn 1, NY
Acme Electric Heating Corp.,1-2-3-4-5	99 Reading St. Boston 19, Mass
CORY CORP., 1, Adv Pgs 153, 154	**3200 W Peterson Ave. Chicago 45, Ill**
Dominion Electric Corp., 1-2-3-4	150 Elm St. Mansfield, Ohio
Holtzbrook Housewares Corp., 1-2-4	156 Flushing Ave. Brooklyn 5, NY
Karoff Originals Ltd., 3	222 Park Ave. S New York 3, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Kord Mfg. Co. Inc., 3-4	4510 White Plains Rd. New York 70, NY
Kwikway Co. Div. of Knapp Monarch Co., 1	3501 Bent, St Louis, Mo
Landers Frary & Clark, 4	47 Center St. New Britain, Conn
Liberty Electric Corp., 1-2-5	1915 Madison Ave. Indianapolis 25, Ind
Manning-Bowman Div., McGraw-Edison Co., 1-2-4	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Berstad Mfg. Div., 1-4	2nd & Vine Sts. Boonville, Mo
Roto Broil Corp. of America, 3-4	33-00 Northern Blvd. Long Island City, NY
Standard-Hygrade Electric Co	1920 Atlantic Ave. Brooklyn, NY
Vulcan Electric Co., 4	88 Holten St. Danvers, Mass
Westinghouse Electric Corp. Portable Appliance Div., 3	246 E 4th St. Mansfield, Ohio
Wiegand Co., Edwin L., 2	7500 Thomas Blvd. Pittsburgh 8, Pa

HUMIDIFIERS

1. *ADJUSTABLE DISPENSING RATE*
2. *AUTOMATIC SHUT-OFF*
3. *FACE-MASK ATTCHMT.*
4. *WATER-LEVEL INDICATOR*
5. *CAPACITY 2 GAL. OR LESS*
6. *CAPACITY 3-5 GAL.*
7. *CAPACITY 6 GAL. OR MORE*

Abbenon Supply Co	179-15 Jamaica Ave. Jamaica 32, NY
Albion Div. McGraw-Edison Co., 1-2-4-7	704 N Clark St. Albion, Mich
Burgess Vibrocrafters Inc., 1-2-5	Grayslake, Ill
De Vilbiss Co., The, 1-2-5	Box 552, Somerset, Pa
Essick Mfg. Co., 4-6	1950 Santa Fe Ave. Los Angeles 21, Cal
Fresh'nd-Aire Co. A Div. of Cory Corp., 1-2-4-5-7	3200 W Peterson, Chicago 45, Ill
Hankscraft Co	Booster Blvd. Reedsburg, Wis
Kauffman Air Cond Co., 6-7	511 N Taylor, St Louis, Mo
Lakewood Engineering & Mfg. Co., 1-5	212 N Carpenter St. Chicago 7, Ill
Manning-Bowman Div., McGraw-Edison Co., 7	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Berstad Mfg. Div., 7	2nd & Vine Sts. Boonville, Mo
Metalaire Products Div. McGraw-Edison Co., 1-2-4-5-7	Box 1712, Phoenix, Ariz
Mueller Climatrol Div. Worthington Corp., 1	2005 W Oklahoma Ave. Milwaukee, Wis
Northern Electric Co	5224 N Kedzie Ave. Chicago 25, Ill
Oster Mfg. Co., John 3-5	5055 N Lydell Ave. Milwaukee 17, Wis
Research Products Corp., 1-2-5-6-7	1015 E Washington Ave. Madison 1, Wis
Rochester Products Co., 2-5	300 1st St. NE, Rochester, Minn
Rocklin Mfg. Co., 1-2-4-7	Sioux City, Iowa
Rothem Engineering Co., 1-2-3-4-5-6-7	7260 Devon Ave. Chicago 31, Ill
Skuttle Mfg. Co., 2	Milford, Mich
Swan Humidifier Co. Inc., 1-2-4-7	149 Bath St. Ballston Spa, NY
Waring Products Corp., 2-5	114 Lake St. Winstad, Conn

INTERCOMMUNICATION SYSTEMS

1. *TWO-STATION, NO CABLES*
2. *TWO-STATIONS, CABLES*
3. *MULTI-STATION, NO CABLES*
4. *MULTI-STATION, CABLES*
5. *BUILT-IN UNITS*

American Import Co., The, 1	1167 Mission St. San Francisco 3, Cal
Continental Mfg. Inc., 2-4-5	1612 California, Omaha 2, Neb
Emerson Elec. Mfg. Co., 3-4-5	Florissant Ave. St. Louis 36, Mo
EPRAD INC., 4	1214 Cherry St. Toledo 4, Ohio
Fanon Electronic Industries Inc., 1-2-3-4-5	439 Frelinghuysen Ave. Newark, NJ
Fisher Berkeley Corp., 1-2-3-4-5	1475 Powell St. Emeryville 8, Cal
Flush Wall Radio Co., 4-5	1012 Cleveland St. Clearwater, Fla
Imperial Electronics Mfg. Inc., 3	291 Cleveland St. Orange, NJ
Law Alarm & Signal Systems, 1-2-3-4-5	Box 5106, 7 Oaks Sta. Detroit 35, Mich
North American Philips Co. Inc	100 E 42nd St. New York 17, NY
Nu Tone Inc., 4-5	Madison & Red Bank Rds. Cincinnati 27, Ohio
Rittenhouse Co. Inc., The, 4-5	Honeoye Falls, NY
Roberts Mfg. Co., 5	426 E Shaffer, Cleburne, Tex
STUART & CO. INC., MATTHEW, 3, Adv Pg 130	**156 5th Ave. New York 10, NY**
Swanson Inc., 4-5	607 S Washington St. Owosso, Mich
Talk-A-Phone Co., 1-2-3-4-5	5013 N Kedzie Ave. Chicago 25, Ill
Trade-Wind Div. Robbins & Myers Inc., 5	7755 Paramount Pl. Pico Rivera, Cal
Vocaline Co. of America Inc., 1-3	Old Saybrook, Conn

IRONS

1. *DRY*
2. *STEAM*
3. *STEAM & SPRAY*
4. *TRAVEL*
5. *TRAVEL, STEAM*

American Import Co., The, 4	1167 Mission St. San Francisco 3, Cal
Brother Intl. Corp	36-50 38th St. Long Island City 1, NY
CASCO PRODUCTS CORP., 2-3, Adv Pg 157	**512 Hancock Ave. Bridgeport 2, Conn**
Century Enterprises Inc	2901 White Plains Rd. New York 67, NY
Dominion Electric Corp., 1-2-4	150 Elm St. Mansfield, Ohio
Dormeyer Corp., 2-3	5610 W Bloomingdale, Chicago 39, Ill
Farber Inc., S. W., 1-2-3	415 Bruckner Blvd. New York 54, NY
General Electric Co. Housewares & Commercial Eqpt. Div., 1-2-3-5	1285 Boston Ave. Bridgeport 2, Conn
HOOVER CO., THE, 2, Adv Pgs 248, 249 (IBC)	**E Maple St. N Canton, Ohio**
Knapp-Monarch Co., 1-2-3	Bent & Potomac Sts. St Louis 16, Mo
Landers Frary & Clark, 1-2-3-4-5	47 Center St. New Britain, Conn
Magic Hostess Corp., 1-2	36th & Bennington, Kansas City 29, Mo
Manning-Bowman Div., McGraw-Edison Co., 2-3	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Berstad Mfg. Div., 1-2-3-4	2nd & Vine Sts. Boonville, Mo
Mishan & Sons, E., 3-4-5	6 W 28th St. New York 1, NY
National Presto Industries, 2	Eau Claire, Wis
Postmatic Co., 4	1549-Belfield Ave. Philadelphia 41, Pa
Proctor-Silex Corp., 1-2-3	700 W Tabor Rd. Philadelphia 10, Pa
RIVAL MFG. CO., 1-2, Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Ross Products Co., 5	1107 Broadway, New York, NY
Son-Chief Electrics Inc., 1-2-3	Winstad, Conn
Steam-O-Matic Corp., 1-2	36th & Bennington, Kansas City 29, Mo
Sunbeam Corp., 1-2	5600 Roosevelt Rd. Chicago 50, Ill
Toastmaster Div. McGraw-Edison Co., 1-2	1200 St Charles Rd. Elgin, Ill
Waring Products Corp., 4	114 Lake St. Winstad, Conn
Westinghouse Electric Corp. Portable Appliance Div., 1-2-3	246 E 4th St. Mansfield, Ohio

JUICE EXTRACTORS *(See Also:* POWER CENTERS)

1. *BLENDER-LIQUIFIER ATTCHMT.*
2. *SALAD-MAKER ATTCHMT.*

Anton Mfg. Co., 1-2	Box 5047 Ballard Sta. Seattle 7, Wash
Balanced Foods Inc., 1	700 Broadway, New York 3, NY
Drachenberg Mfg. Co., 1	23600 Harper Ave. St. Clair Shores, Mich
Imperial Electronics Mfg. Inc., 1	291 Cleveland St. Orange, NJ
Knuth Engineering Co	1720 N California Ave. Chicago 47, Ill
Merryway Co	North Rd. Poughkeepsie, NY
Nu Tone Inc., 1	Madison & Red Bank Rds. Cincinnati 27, Ohio
Proctor-Silex Corp	700 W Tabor Rd. Philadelphia 10, Pa
Varco Inc., 2	91 Broadway, Jersey City 6, NJ

KETTLES, *TEA*

American Bravo Co	5624 W Washington Blvd. Los Angeles 16, Cal
Chemex Corp	41 Murray St. New York 7, NY
General Electric Co. Housewares & Commercial Eqpt. Div.	1285 Boston Ave. Bridgeport 2, Conn

KNIVES, *CARVING, VIBRATING*

Burgess Vibrocrafters Inc	Grayslake, Ill
Griffon Cutlery Corp	151 W 19th St. New York 11, NY
Thornton Mfg. Co., L. M.	2825 E 18th St. Kansas City, Mo

LAMPS OR BULBS

1. *FLUORESCENT*
2. *GERMICIDAL*
3. *HEALTH, SUN*
4. *INCANDESCENT*
5. *INCANDESCENT, MINIATURE*
6. *INFRA RED & HEAT*
7. *INSECT REPELLENT*

Aerolux Light Corp	653 11th Ave. New York, NY
Compco Corp., 1-3-6	1800 N Spaulding Ave. Chicago 47, Ill
Cooper Hewitt Elect. Co.-Div. of Sperti Products Inc., 2-3-6	720 Grand St. Hoboken, NJ
Corona Mfg. Corp., 6	11300 Tuxford St. Sun Valley, Cal

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Duro-Lite Lamps Inc., 4-7	North Bergen, NJ
Eagle Electric Mfg. Co. Inc., 4-5	23-10 Bridge Plaza S, Long Island City, NY
Emerson Elec. Mfg. Co., 6	8100 Florissant Ave. St Louis 36, Mo
Ferry Mfg. Co., 4	3116 Spring Garden St. Philadelphia 4, Pa
Gem Electric Mfg. Co. Inc., 5-6	237 37th St. Brooklyn 32, NY
General Electric Co. Large Lamp Dept., 1-2-3-4-6-7	Nela Park, Cleveland 12, Ohio
Howard Housewares, A Div. of La Pointe Industries Inc., 1	155 W Main St. Rockville, Conn
Lightolier Inc., 4	346 Claremont Ave. Jersey City, NJ
Marvel Lamp Co., 4	95 River St. Hoboken, NJ
Naxon Utilities Corp., 3-6	3600 W Touhy Ave. Chicago 45, Ill
North American Electric Lamp Co., 4-5-6	1520 N 13th St. St Louis 6, Mo
Northern Incandescent Lamp Co., 1-4-6-7	1 Newark St. Hoboken, NJ
Ohio Stamping & Mfg. Co., 1	5103 Lakeside, Cleveland 14, Ohio
Penetray Corp., 1-3-4-6-7	615-623 Front St. Toledo, Ohio
Postamatic Co., 5	1549-Belfield Ave. Philadelphia 41, Pa
Selectronair Inc., 2	Route 8, Shelton, Conn
Solar Electric Corp., 1-4-6-7	3 Harmer St. Warren, Pa
Star-A Electric Mfg. Co. Inc., 4-6-7	41 Varick Ave. Brooklyn 37, NY
Ultra Violet Products Co., 2	5114 Walnut Grove Ave. San Gabriel, Cal
Westinghouse Lamp Div. Westinghouse Electric Corp., 1-2-3-4-5-6-7	MacArthur Ave. Bloomfield, NJ

LAMPS, *GENERAL PURPOSE*

1. *ADJUSTABLE*
2. *BED*
3. *DESK*
4. *FLOODLIGHT*
5. *FLOOR*
6. *LAWN*
7. *PIN-UP*
8. *POLE*
9. *TABLE*
10. *WALL*

A K Electric Corp., 1-2-3-4-5-6-7-8-9-10	231 Front St. Brooklyn 1, NY
Aerolux Light Corp	653 11th Ave. New York, NY
Arch Lamp Mfg. Corp., 1-2-3-7-9-10	96-100 Prince St. New York 12, NY
Art Specialty Co., 1-2-3-5-7-9-10	3720 N Milwaukee Ave. Chicago 41, Ill
Bar-B Bowl Div., Keystone Lamp Mfg. Corp., 6	230 5th Ave. New York 1, NY
Bayberry Lamps Inc., 9-10	1565 Stillwell Ave. New York 61, NY
Cable Electric Products Inc., 1-2-4-6-10	234 Daboll St. Providence 7, RI
Cannon Products Inc., 2-3-10	Elwood, Ind
Clover Lamp Co., 1-2-3-5-7-8-9-10	1204 S 12th St. Philadelphia, Pa
Compco Corp., 2-4-6-7	1800 N Spaulding Ave. Chicago 47, Ill
Crown Lamp Co., 1-3-7-9-10	112 Depot St. Greensburg, Pa
Damar Prods. Inc., 2	Damar Bldg. Elizabeth, NJ
Dietz Co., R. E., 6	225 Wilkinson St. Syracuse 1, NY
Eagle Electric Mfg. Co. Inc., 2-3-7-9-10	23-10 Bridge Plaza S, Long Island City, NY
Excel Mfg. Corp., 1-2-3-5-7-8-9-10	20th & S Walnut Sts. Muncie, Ind
Ferry Mfg. Co., 6	3116 Spring Garden St. Philadelphia 4, Pa
Fort Recovery Inds. Inc., 7-9	Fort Recovery, Ohio
General Electric Co., Wiring Device Dept., 7	95 Hathaway St. Providence 7, RI
Gregg Mfg. Co., 1-2-3-7-9-10	Fredericktown, Ohio
Hamilton Industries & Corp., 1-2-3-7-8-9	1319 S Michigan Ave. Chicago 5, Ill
Hopkins Mfg. Co., 1	Emporia, Kan
Irmischer A & P Co., 2-3-5-7-8-9-10	937 W North, Chicago 22, Ill
Keystone Lamp Mfg. Corp., 2-3-5-6-7-8-9-10	230 5th Ave. New York 1, NY
Kupfer Inc., Julius	79-10 Albion Ave. Elmhurst 73, NY
Lightolier Inc., 1-2-3-5-6-7-8-9-10	346 Claremont Ave. Jersey City, NJ
Maison Gourmet Ltd., 5-9	1170 Broadway, New York 1, NY
Markel Electric Products Inc., 6	141-149 Seneca St. Buffalo 3, NY
Marks Mfg. Co., 1-2-3-5-7-8-9-10	700 N Carpenter St. Chicago 22, Ill
Melrose Lamp & Shade Co. Inc., 9	1915 Park Ave. New York 35, NY
Miller Clock Co., Howard, 1-3-5-7-9-10	110 W Washington St. Zeeland, Mich
Modeline Co. of Calif., 3-5-9	120 N Beaudry Ave. Los Angeles 12, Cal
Morton Pottery Co., 7	Morton, Ill
Norman Mfg. Co., 3-7-9-10	3519 N Lawrence St. Philadelphia 40, Pa
Northern Incandescent Lamp Co., 4	1 Newark St. Hoboken, NJ
Nova Mfg. Co., 1-2-3-5-6-7-8-9-10	89 Bogart St. Brooklyn, NY
Pacific Electricord Co., 2-3-4-5-6-7-10	3217 Exposition Pl. Los Angeles 18, Cal
Parallel Mfg. Corp., 9	32 E 10th St. New York 3, NY
Patio Products Inc., 6	275 Jafferson St. Newark 5, NJ
Penetray Corp., 1-4-5-6	615-623 Front St. Toldeo, Ohio
Rab Electric Mfg. Co. Inc., 4	605 E 132nd St. New York 54, NY
Rand Products Co. Inc., 1-2-3-5-7-9-10	242 Main St. Ridgefield Park, NJ
Ray-O-Vac Co., 4-5	212 E Washington Ave. Madison, Wis
Regal Lamp & Shade Co., 1-2-3-5-8-9-10	4049-3rd Ave. New York 57, NY
Royal Electric Corp., 4	95 Grand Ave. Pawtucket, RI
Royal Haeger Lamp Co. Inc	Maiden Ln. Dundee, Ill
Ryssin Co., J. W.	1009 Battery St. San Francisco, Cal
Safran & Gluckaman Inc., 3-5-8	8 W 30th St. New York, NY
Saxe Co., S., 5-7-8-9-10	6th & Columbia Ave. Philadelphia 22, Pa
Snyder Mfg. Co., 5-8	22nd & Ontario Sts. Philadelphia 40, Pa
Soria & Simon Co., 6	403 E 62nd St. New York, NY
Star-A Electric Mfg. Co. Inc., 6	41 Varick Ave. Brooklyn 37, NY
Stephan Co. Inc., Jerrold, 1-2-3-5-7-8-9-10	400 - 1st Ave. N, Minneapolis, Minn
Tennessee Fabricating Co., 6	1490 Grimes St. Memphis 6, Tenn
Ultra Violet Products Co., 6	5114 Walnut Grove Ave. San Gabriel, Cal
Waverly Lamp Mfg. Corp., 1-3-5-7-8-9-10	38 W 26th St. New York 10, NY
White Co., O. C., 1-3-4-5	17-21 Harmon St. Worcester, Mass
Zenith Metal Products Co., 10	Primos, Pa

LAMPS, *THERAPEUTIC*

1. *DEODORIZING*
2. *EXTERMINATOR, INSECT*
3. *GERMICIDAL*
4. *HEAT & INFRA RED*
5. *REPELLENT, INSECT*
6. *SUN & HEALTH*

Art Specialty Co., 4-6	3720 N Milwaukee Ave. Chicago 41, Ill
Benjamin Reel Products Inc., 4	10700-10710 Broadway, Cleveland 25, Ohio
Compco Corp., 4-6	1800 N Spaulding Ave. Chicago 47, Ill
Detjen Corp. Insectocutor Div., 2	Pleasant Valley, NY
Duro-Lite Lamps Inc., 5	North Bergen, NJ
Gardner Mfg. Co., 2	263 Kansas St. Horicon, Wis
Gem Electric Mfg. Co. Inc	237 37th St. Brooklyn 32, NY
General Electric Co. Large Lamp Dept., 1-3-4-5-6	Nela Park, Cleveland 12, Ohio
Gold Star Polish Mfg. Co. Inc., 5	400 E 10th St. N Kansas City 16, Mo
Johnson Mfgs., Paul E., 4-6	2508 S Parkway, Chicago 16, Ill
Marvel Lamp Co., 4-6	95 River St. Hoboken, NJ
Naxon Utilities Corp., 4-6	3600 W Touhy Ave. Chicago 45, Ill
North American Electric Lamp Co., 4	1520 N 13th St. St Louis 6, Mo
Patio Products Inc., 2-5	275 Jefferson St. Newark 5, NJ
Penetray Corp., 4-5-6	615-623 Front St. Toledo, Ohio
Selectronair Inc., 3	Route 8, Shelton, Conn
Sibert & Co. Inc., 4	8 Livingston St. Newark 3, NJ
Solar Electric Corp., 4-5	3 Harmer St. Warren, Pa
Star-A Electric Mfg. Co. Inc., 4-6	41 Varick Ave. Brooklyn 37, NY
Ultra Violet Products Co., 3	5114 Walnut Grove Ave. San Gabriel, Cal
Waco Aircraft Co., 6	Peter Ave. Troy, Ohio
Waring Products Corp., 3	114 Lake St. Winsted, Conn
Westinghouse Lamp Div. Westinghouse Electric Corp., 4-5	MacArthur Ave., Bloomfield, NJ

LIGHT CONTROLS

1. *CLOSET*
2. *PHOTOELECTRIC*

Cable Electric Products Inc., 1	234 Daboll St. Providence 7, RI
Fedtro Inc. Federal Electronics Sales Div., 2	Federal Electronics Bldg. Rockville Centre, NY
General Electric Co., Wiring Device Dept., 1	95 Hathaway St. Providence 7, RI

LIGHTERS, *CHARCOAL, ELECTRIC*

1. *POT-TYPE*
2. *ROD-TYPE*

Holbrook Houseware Corp., 2	156 Flushing Ave. Brooklyn 5, NY
Kent Plastics Inc., 2	830 Monroe St. Hoboken, NJ
Keystone Lamp Mfg. Corp., 2	230 5th Ave. New York 1, NY
Magic Hostess Corp., 2	36th & Bennington, Kansas City 29, Mo
Manning-Bowman Div., McGraw-Edison Co	2nd & Vine, Boonville, Mo
Nelson Machine & Mfg. Co., 2	Box 354, Ashtabula, Ohio
Novel-Craft Mfg. Co., 1-2	58 E 11 St. New York, NY
RIVAL MFG. CO., 2, Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Wiegand Co., Edwin L., 2	7500 Thomas Blvd. Pittsburgh 8, Pa

MASSAGERS & VIBRATORS

1. *BELT-TYPE*
2. *CUSHIONS, W/HEAT*
3. *CUSHIONS, W/O HEAT*
4. *FOOT UNITS, SINGLE*
5. *FOOT UNITS, DUAL*
6. *MASSAGE UNITS, HAND*
7. *PAD-TYPE*

CORY CORP., 2-7, Adv Pgs 153, 154	**3200 W Peterson Ave. Chicago 45, Ill**
Fedtro Inc. Federal Electronics Sales Div., 6	Federal Electronics Bldg. Rockville Centre, NY
Fischer, R. A. & Co., 6	517 Commercial St. Glendale 3, Cal
Harben Company, 6	78 S La Salle St. Aurora, Ill
Health-Mor Inc., 6	203 N Wabash Ave. Chicago 1, Ill
Imperial Electronics Mfg. Co., 1-2-3-7	291 Cleveland St. Orange, NJ
Lakewood Engineering & Mfg. Co., 7	212 N Carpenter St. Chicago 7, Ill
Landers Frary & Clark, 3-4-5-6	47 Center St. New Britain, Conn
Manning-Bowman Div., McGraw-Edison Co., 6	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div., 4-5-6	2nd & Vine Sts. Boonville, Mo
Oster Mfg. Co., John, 2-3-4-6	5055 N Lydell Ave. Milwaukee 17, Wis

Electric Housewares

Profile Inc., 2-3-4-5	224 Washington St. Northvale, NJ
Roto Broil Corp. of America, 1-2-3-4-5-7	33-00 Northern Blvd. Long Island City, NY
Sibert & Co. Inc., 2-3-5-6-7	8 Livingston St. Newark 3, NJ
Spartus Corp., 2-3	2110 W Walnut St. Chicago 12, Ill
Vogt Appliance Co., 5-6	1100 Ashley Dr. Kalamazoo, Mich
Wahl Clipper Corp	2902 N Locust St. Sterling, Ill

MIXERS, *DRINK, ELECTRIC*

Burgess Vibrocrafters Inc	Grayslake, Ill
Damar Prods, Inc	Damar Bldg. Elizabeth, NJ
Hamilton Beach Div. of Scovill Mfg. Co	1509 Rapids Dr. Racine, Wis
Imperial Electronics Mfg. Inc.	291 Cleveland St. Orange, NJ
Iona Manufacturing Co. Inc., The	49 Regent St. Manchester, Conn
Knapp-Monarch Co	Bent & Potomac Sts. St Louis 16, Mo
Landers Frary & Clark	47 Center St. New Britain, Conn
Nu Tone Inc	Madison & Red Bank Rds. Cincinnati 27, Ohio
Oster Mfg. Co., John	5055 N Lydell Ave. Milwaukee 17, Wis
Proctor-Silex Corp	700 W Tabor Rd. Philadelphia 10, Pa
Sibert & Co. Inc.	8 Livingston St. Newark 3, NJ
Varco Inc	91 Broadway, Jersey City 6, NJ
Waring Products Corp	114 Lake St. Winsted, Conn

MIXERS, *HAND, ELECTRIC*

1. *DECORATOR COLORS*
2. *CHROME OR STAINLESS STEEL*
3. *KNIFE SHARPENER ATTCHMT.*

CORY CORP., 1-2, Adv Pgs 153, 154	**3200 W Peterson Ave. Chicago 45, Ill**
Dominion Electric Corp., 1	150 Elm St. Mansfield, Ohio
Fedtro Inc. Federal Electronics Sales Div	Federal Electronics Bldg. Rockville Centre, NY
General Electric Co. Housewares & Commercial Eqpt. Div., 1-3	1285 Boston Ave. Bridgeport 2, Conn
Hamilton Beach Div. of Scovill Mfg. Co., 1-2-3	1509 Rapids Dr. Racine, Wis
Harben Company, 1	78 S La Salle St. Aurora, Ill
Imperial Electronics Mfg. Inc., 1-2	291 Cleveland St. Orange, NJ
Iona Manufacturing Co. Inc., The, 1-2	49 Regent St. Manchester, Conn
KITCHENAID ELECTRIC HOUSEWARES DIV. HOBART MFG., THE, Adv Pg 159	**Troy, Ohio**
La Belle Silver Co. Inc	Cooper Ave. & 80th St. Glendale 27, NY
Landers Frary & Clark, 1	47 Center St. New Britain, Conn
Maison Gourmet Ltd., 2	1170 Broadway, New York 1, NY
Manning-Bowman Div., McGraw-Edison Co., 2	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div., 2	2nd & Vine Sts. Boonville, Mo
Mishan & Sons, E., 1	6 W 28th St. New York 1, NY
Nu Tone Inc., 3	Madison & Red Bank Rds. Cincinnati 27, Ohio
Oster Mfg. Co., John, 1	5055 N Lydell Ave. Milwaukee 17, Wis
Sunbeam Corp., 1-2	5600 Roosevelt Rd. Chicago 50, Ill
Superior Electric Products Corp	Cape Girardeau, Mo
Therm-O-Ware Electric Corp., 1-2	1250 Rockaway Ave. Brooklyn 36, NY
Toastmaster Div. McGraw-Edison Co., 1	1200 St Charles Rd. Elgin, Ill
Waring Products Corp., 1	114 Lake St. Winsted, Conn
West Bend Co., The	West Bend, Wis
Westinghouse Electric Corp. Portable Appliance Div., 1	246 E 4th St. Mansfield, Ohio

MIXERS, *STAND, ELECTRIC* (See Also: POWER CENTERS)

1. *THREE-SPEED*
2. *MULTI-SPEED*
3. *DECORATOR COLORS*
4. *CHROME OR STAINLESS STEEL*

Dormeyer Corp., 1-2-4	5610 W Bloomingdale, Chicago 39, Ill
General Electric Co. Housewares & Commercial Eqpt. Div., 2-3	1285 Boston Ave. Bridgeport 2, Conn
Hamilton Beach Div. of Scovill Mfg. Co., 2-4	1509 Rapids Dr. Racine, Wis
Iona Manufacturing Co. Inc., The, 1	49 Regent St. Manchester, Conn
Jiffy Enterprises Inc., 3	146-150 N 13th St. Philadelphia 7, Pa
KITCHENAID ELECTRIC HOUSEWARES DIV. HOBART MFG., THE, 2-3-4, Adv Pg 159	**Troy, Ohio**
Landers Frary & Clark, 1-2-3	47 Center St. New Britain, Conn
Manning-Bowman Div., McGraw-Edison Co., 1-4	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div., 1	2nd & Vine Sts. Boonville, Mo
Nu Tone Inc., 2	Madison & Red Bank Rds. Cincinnati 27, Ohio
Sunbeam Corp., 2	5600 Roosevelt Rd. Chicago 50, Ill
Superior Electric Products Corp., 1-4	Cape Girardeau, Mo
Toastmaster Div. McGraw-Edison Co., 1-3	1200 St Charles Rd. Elgin, Ill
Westinghouse Electric Corp. Portable Appliance Div., 1	246 E 4th St. Mansfield, Ohio
Watson Brothers of Texas	3009 S Post Oak Rd. Houston, Tex

POLISHERS, *SHOE, ELECTRIC*

1. *HAND*
2. *FLOOR-TYPE*
3. *APPLICATOR HEADS*
4. *INTERCHANGEABLE HEADS, MULTI-USE*

General Electric Co. Housewares & Commercial Eqpt. Div., 1-4	1285 Boston Ave. Bridgeport 2, Conn
Howard Housewares, A Div. of La Pointe Industries Inc., 1	155 W Main St. Rockville, Conn
Irolite Finishing Co., 3-4	323 Greenwich St. New York 13, NY
Kleen Test Products, 1-3	234 N Broadway, Milwaukee 2, Wis
Osmo Tanning & Mfg. Co., 3-4	Spartansburg, Pa
Parks Co. Inc., Robert M., 2	7421 Woodrow Wilson Dr. Hollywood 46, Cal
Portable Electric Tools Inc., 1-3-4	1200 E State St. Geneva, Ill
REGINA CORPORATION, THE, 2-4, Adv Pg 155	**Regina Ave. Rahway, NJ**
Ronson Corp., 1-3	1 Ronson Rd. Woodbridge, NJ
Royal Master Corp	3401 Winona Ave. Burbank, Cal
Smith-Benny Sales Co., 1-4	11 W 42nd St. New York 36, NY
Union Die Casting Co., 1	676 W Putnam Dr. Whittier, Cal

POPPERS, *CORN*

Dominion Electric Corp	150 Elm St. Mansfield, Ohio
Knapp-Monarch Co	Bent & Potomac Sts. St Louis 16, Mo
Manning-Bowman Div., McGraw-Edison Co	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div	2nd & VineSts. Boonville, Mo
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Nelson Machine & Mfg. Co	Box 354, Ashtabula, Ohio
Superior Electric Products Corp	Cape Girardeau, Mo
Therm-O-Ware Electric Corp	1250 Rockaway Ave. Brooklyn 36, NY
West Bend Co., The	West Bend, Wis

POTATO BAKERS

Carlisle Mfg. Co	109 Meeker St. Newark 8, NJ
Knapp-Monarch Co	Bent & Potomac Sts. St Louis 16, Mo
Nichols Wire & Aluminum Co	Davenport, Iowa

POWER CENTERS

1. *BUILT-IN*
2. *FREE-STANDING*
3. *BLENDER*
4. *CAN OPENER*
5. *COFFEE GRINDER*
6. *GRINDER*
7. *ICE CRUSHER*
8. *JUICE EXTRACTOR*
9. *KNIFE SHARPENER*
10. *MIXER*

Alliance Mfg. Co. Inc. Div. Consolidated Electronics Inds	Alliance, Ohio
Anton Mfg. Co., 2-3-5-8-10	Box 5047 Ballard Sta. Seattle 7, Wash
Bennett Corp., 8	1028 Geary St. San Francisco 9, Cal
CASCO PRODUCTS CORP., 2-3-5-6-7-8-9-10, Adv Pg 157	**512 Hancock Ave. Bridgeport 2, Conn**
Cordomatic Corp., 2	1724 W Indiana Ave. Philadelphia 32, Pa
Knuth Engineering Co., 8	1720 N California Ave. Chicago 47, Ill
Merryway Co., 2	North Rd. Poughkeepsie, NY
Nu Tone Inc., 1-3-8-9-10	Madison & Red Bank Rds. Cincinnati 27, Ohio
Oster Mfg. Co., John, 4-6-7	5055 N Lydell Ave. Milwaukee 17, Wis
Proctor-Silex Corp., 7-8	700 W Tabor Rd. Philadelphia 10, Pa

RADIATORS: See HEATERS

ROASTERS

1. *DETACHABLE CONTROLS*
2. *W/APPLIANCE OUTLETS*
3. *W/TIMER*

CASCO PRODUCTS CORP., 1, Adv Pg 157	**512 Hancock Ave. Bridgeport 2, Conn**
Nesco Industries Inc. Div. of Knapp-Monarch Co., 3	Bent & Potomac Sts. St Louis 16, Mo
Westinghouse Electric Corp. Portable Appliance Div., 3	246 E 4th St. Mansfield, Ohio

ROASTERS, *FRANKFURTER:* See COOKERS

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

SAUCE PANS
1. *DETACHABLE CONTROLS*
2. *COVER AS ACCESSORY*
3. *COVER W/UNIT*

CORY CORP., 3, Adv Pgs 153, 154	**3200 W Peterson Ave. Chicago 45, Ill**
Dormeyer Corp., 1-3	5610 W Bloomingdale, Chicago 39, Ill
Farber Inc., S. W., 1	415 Bruckner Blvd. New York 54, NY
Foster Aluminum Alloy Prods. Corp., 1-3	43-45 Pearl St. Forestville, NY
General Electric Co. Housewares & Commercial Eqpt. Div., 1-3	1285 Boston Ave. Bridgeport 2, Conn
Hamilton Beach Div. of Scovill Mfg. Co., 1-3	1509 Rapids Dr. Racine, Wis
Landers Frary & Clark, 1-3	47 Center St. New Britain, Conn
National Presto Industries, 1-3	Eau Claire, Wis
Son-Chief Electrics Inc., 1-3	Winsted, Conn
Sunbeam Corp., 1-2-3	5600 Roosevelt Rd. Chicago 50, Ill
Therm-O-Ware Electric Corp., 1-3	1250 Rockaway Ave. Brooklyn 36, NY
West Bend Co., The	West Bend, Wis
Westinghouse Electric Corp. Portable Appliance Div., 1-3	246 E 4th St. Mansfield, Ohio
Wisconsin Aluminum Foundry Co. Inc	16th and Franklin Sts. Manitowoc, Wis

SHARPENERS (*See Also:* POWER CENTERS)
1. *KNIFE*
2. *KNIFE & SCISSOR*
3. *KNIFE, SCISSOR, PENCIL*

A.S.R. Products Corp., 2	360 Madison Ave. New York 30, NY
Burgess Vibrocrafters Inc., 1	Grayslake, Ill
Coastal Abrasive & Tool Co. Inc., 1-2	40-22 23rd St. Long Island City 1, NY
CORY CORP., 1, Adv Pgs 153, 154	**3200 W Peterson Ave. Chicago 45, Ill**
Costal Abrasive & Tool Co., 1-2	40-22 23rd St. Long Island City 1, NY
Dormeyer Corp., 2	5610 W Bloomingdale, Chicago 39, Ill
General Electric Co. Housewares & Commercial Eqpt. Div., 3	1285 Boston Ave. Bridgeport 2, Conn
Hi-Test Premier Products Inc., 2	361 Broadway, New York 13, NY
Landers Frary & Clark, 1	47 Center St. New Britain, Conn
New England Carbide Tool Co. Inc., 1	55 Commercial St. Medford 55, Mass
Nu Tone Inc., 1	Madison & Red Bank Rds. Cincinnati 27, Ohio
Oster Mfg. Co., John, 1-2	5055 N Lydell Ave. Milwaukee 17, Wis
Proctor-Silex Corp., 2	700 W Tabor Rd. Philadelphia 10, Pa
Sunbeam Corp., 1-2	5600 Roosevelt Rd. Chicago 50, Ill
Wahl Clipper Corp., 2	2902 N Locust St. Sterling, Ill

SHAVERS, *ELECTRIC, MEN'S*
1. *AC/DC*
2. *CUTTING ADJUSTMENTS*
3. *DISPOSABLE BATTERY*
4. *MULTI-VOLTAGE USE*
5. *RECHARGEABLE BATTERY*
6. *SPEED ADJUSTMENTS*
7. *TRIMMER*

Brother Intl. Corp., 7	36-50 38th St. Long Island City 1, NY
North American Philips Co. Inc., 1-3	100 E 42nd St. New York 17, NY
Parks Co. Inc., Robert M., 1-4-6	7421 Woodrow Wilson Dr. Hollywood 46, Cal
Remington Rand Electric Shaver, Div. of Sperry Rand Corp., 1-2-4-5	60 Main St. Bridgeport, Conn
Rensie Watch Co., 1-3	302 5th Ave. New York 1, NY
Rexilo Products Inc., 3-5	350 5th Ave. New York 1, NY
Ronson Corp., 4-7	1 Ronson Rd. Woodbridge, NJ
Schick Inc., 1-2-4-6-7	680 5th Ave. New York 19, NY
Spartus Corp.	2110 W Walnut St. Chicago 12, Ill
Sunbeam Corp., 1-2-3-4-6-7	5600 Roosevelt Rd. Chicago 50, Ill
Wahl Clipper Corp	2902 N Locust St. Sterling, Ill
Wen Products Inc., 1	5810 Northwest Hwy. Chicago 31, Ill

SHAVERS, *ELECTRIC, WOMEN'S*
1. *AC/DC*
2. *CUTTING ADJUSTMENTS*
3. *TRIMMER*

North American Philips Co. Inc., 1	100 E 42nd St. New York 17, NY
Parks Co. Inc., Robert M., 1	7421 Woodrow Wilson Dr. Hollywood 46, Cal
Remington Rand Electric Shaver, Div. of Sperry Rand Corp., 2	60 Main St. Bridgeport, Conn
Rensie Watch Co., 1	302 5th Ave. New York 1, NY
Ronson Corp., 3	1 Ronson Rd. Woodbridge, NJ
Schick Inc., 3	680 5th Ave. New York 19, NY
Spartus Corp.	2110 W Walnut St. Chicago 12, Ill
Sunbeam Corp., 1	5600 Roosevelt Rd. Chicago 50, Ill
Wahl Clipper Corp	2902 N Locust St. Sterling, Ill

SLICING MACHINES, *ELECTRIC*
1. *BLADE SIZE TO 7-IN*
2. *BLADE SIZE OVER 7-IN*

Eversharp Food Slicing Machine Co	47 Martine Ave. White Plains, NY
General Slicing Machine Co. Inc., 1-2	Walden, NY
Magic Hostess Corp., 1-3	36th & Bennington, Kansas City 29, Mo
Major Slicing Mach. Corp., 1-2	Rt. 208, Walden, NY
National Food Slicing Machine Co., 1-2	47 Martine Ave. White Plains, NY
Proctor-Silex Corp., 1	700 W Tabor Rd. Philadelphia 10, Pa
RIVAL MFG. CO., 1-2, Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Ryssin Co., J. W., 1	1009 Battery St. San Francisco. Cal

STERILIZERS, *BABY BOTTLE*
1. *AUTOMATIC*
2. *NON-AUTOMATIC*
3. *W/BOTTLE KIT*

Capson Mfg. Co	1958 - 1966 N Wilmot Ave. Chicago 47, Ill
Hankscraft Co	Booster Blvd. Reedsburg, Wis
Landers Frary & Clark, 1-3	47 Center St. New Britain, Conn
Waring Products Corp., 1	114 Lake St. Winsted, Conn
West Bend Co., The	West Bend, Wis
Munsey Products Inc., 1-3-4	Box 4285, Asher Ave. St. Little Rock, Ark

TOASTERS
1. *AUTOMATIC*
2. *NON-AUTOMATIC*
3. *THREE-SLICE*
4. *FOUR-SLICE*

CASCO PRODUCTS CORP., 1-4, Adv Pg 157	**512 Hancock Ave. Bridgeport 2, Conn**
Dominion Electric Corp., 1-4	150 Elm St. Mansfield, Ohio
Dormeyer Corp., 1-4	5610 W Bloomingdale, Chicago 39, Ill
General Electric Co. Housewares & Commercial Eqpt. Div., 1	1285 Boston Ave. Bridgeport 2, Conn
Hamilton Beach Div. of Scovill Mfg. Co., 1	1509 Rapids Dr. Racine, Wis
Knapp-Monarch Co., 1-4	Bent & Potomac Sts. St Louis 16, Mo
Kord Mfg. Co. Inc., 1	4510 White Plains Rd. New York 70, NY
Landers Frary & Clark, 1-4	47 Center St. New Britain, Conn
Manning-Bowman Div. ,McGraw-Edison Co., 1-4	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div., 1-2-4	2nd & Vine Sts. Boonville, Mo
METAL WARE CORP., THE, 2, Adv Pg 159	**1700 Monroe St. Two Rivers, Wis**
Nelson Machine & Mfg. Co., 1	Box 354, Ashtabula, Ohio
Proctor-Silex Corp., 1-2-4	700 W Tabor Rd. Philadelphia 10, Pa
Son-Chief Electrics Inc., 1-2	Winsted, Conn
Sunbeam Corp., 1	5600 Roosevelt Rd. Chicago 50, Ill
Superior Electric Products Corp., 1	Cape Girardeau, Mo
Toastmaster Div. McGraw-Edison Co., 1-3	1200 St Charles Rd. Elgin, Ill
Toastswell Co., The, 1	640 Tower Grove Ave. St Louis 10, Mo
West Bend Co., The, 1-4	West Bend, Wis
Westinghouse Electric Corp. Portable Appliance Div., 1-4	246 E 4th St. Mansfield, Ohio

TRAINS, *ELECTRIC, & ACCESSORIES*

Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Dowst Mfg. Co	600 N Pulaski Rd. Chicago 24, Ill

TRAYS, *WARMING*
1. *W/CARVING BOARD*
2. *W/EXPANDABLE SECTIONS*
3. *WOOD, W/HEATED TILE*
4. *CART-TYPE*

Akay Corp. Div. of Hauser Products	4034 N Kolmar, Chicago, Ill
Beacon Enterprises Inc	286 5th Ave. New York, NY
Cornwall Corp., 1-4	48 Wareham St. Boston 18, Mass
Delsam Co., The	3316 Old Capital Trial, Wilmington 99, Del
Farber & Son Inc., Sydney, 1	951 Shepherd Ave. Brooklyn 8, NY
Guild Products Inc	245 5th Ave. New York 16, NY
Jaxton Mfg. Corp., 1-2	Glens Falls, NY
Melco Foundry & Mfg. Co., 3	2021-25 W Ferdinand St. Chicago 12, Ill
Party - O Corp., 3	601 W 26th St. New York 1, NY
Salton Mfg. Co. Inc	519 E 72nd St. New York 21, NY
Trimble Products Inc., 4	Southern Pines, NC

Electric Housewares

TUREENS. *ELECTRIC*

Batlin & Son Inc., L.	49-51 W 23rd St. New York 10, NY
Holt-Howard Associates	639 Canal St. Stamford, Conn
Kay Co. Inc., W.	19 W 23rd St. New York 10, NY
Viking Importrade Inc	225 5th Ave. New York 10, NY

VAPORIZERS

1. *AUTOMATIC SHUT-OFF*
2. *PLASTIC*
3. *GLASS*
4. *STAINLESS STEEL*
5. *INSECTICIDE*

Curran Co., Frank J., 5	8101 S Main St. Downers Grove, Ill
De Vilbiss Co., The, 1-2-3-4	Box 552, Somerset, Pa
Dormeyer Mfg. Co., A. F., 1-2-3	3420 N Milwaukee Ave. Chicago, Ill
Fashincraft Products, 1	185-30th St. Brooklyn 32, NY
General Electric Co. Housewares & Commercial Eqpt. Div., 1-2-3	1285 Boston Ave. Bridgeport 2, Conn
Hankscraft Co	Booster Blvd. Reedsburg, Wis
I-K-I Mfg. Co. Inc., 5	Edgerton, Wis
Landers Frary & Clark, 1-2-3	47 Center St. New Britain, Conn
Owens-Illinois Glass Co., 3	Ohio Bldg. Toledo 1, Ohio
Sibert & Co. Inc., 5	8 Livingston St. Newark 3, NJ
Southern National Mfg. Co., 5	Hollister, Mo
Superior Electric Products Corp., 1-3	Cape Girardeau, Mo
Woodlets Inc	2048 Niagara St. Buffalo 7, NY

VIBRATORS: *See* **MASSAGERS & VIBRATORS**

WAFFLE IRONS

1. *ADJUSTABLE CONTROLS*
2. *INTERCHANGEABLE GRIDS*
3. *REVERSIBLE GRIDS*
4. *REMOVABLE CONTROLS*

Dominion Electric Corp., 1-2-3	150 Elm St. Mansfield, Ohio
General Electric Co. Housewares & Commercial Eqpt. Div., 3	1285 Boston Ave. Bridgeport 2, Conn
Knapp-Monarch Co., 1-2	Bent & Potomac Sts. St Louis 16, Mo
Landers Frary & Clark, 1-2	47 Center St. New Britain, Conn
McGraw-Edison Co. Bersted Mfg. Div., 1-2-3	2nd & Vine Sts. Boonville, Mo
METAL WARE CORP., THE, 2, Adv Pg 159	**1700 Monroe St. Two Rivers, Wis**
Nelson Machine & Mfg. Co., 2	Box 354, Ashtabula, Ohio
Son-Chief Electrics Inc., 1-3	Winsted, Conn
Sunbeam Corp., 1-2	5600 Roosevelt Rd. Chicago 50, Ill
Superior Electric Products Corp., 1-2-3	Cape Girardeau, Mo
Toastmaster Div. McGraw-Edison Co., 2	1200 St Charles Rd. Elgin, Ill
Westinghouse Electric Corp. Portable Appliance Div., 1-2	246 E 4th St. Mansfield, Ohio

WARMERS. *FOOD*

1. *ADJUSTABLE CONTROLS*
2. *SINGLE HEAT*

Beh Housewares Corp., 2	1150 Broadway, New York, NY
Cornwall Corp., 1-2	48 Wareham St. Boston 18, Mass
General Electric Co. Housewares & Commercial Eqpt. Div., 2	1285 Boston Ave. Bridgeport 2, Conn
Gilley Inc., 2	240 E 152nd St. Bronx 51, NY
Jaxton Mfg. Corp., 1-2	Glens Falls, NY
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
METAL WARE CORP., THE, 2, Adv Pg 159	**1700 Monroe St. Two Rivers, Wis**
Norjac Mfg. Corp., 2	122 Washington, Brooklyn, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Proctor-Silex Corp., 2	700 W Tabor Rd. Philadelphia 10, Pa
Salton Mfg. Co. Inc., 1-2	519 E 72nd St. New York 21, NY
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp., 1	5119 District Blvd. Los Angeles 22, Cal
Toastswell Co., The	640 Tower Grove Ave. St Louis 10, Mo

WARMERS. *BABY BOTTLE*

1. *AUTOMATIC*
2. *NON-AUTOMATIC*

Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Fashioncraft Products, 1	185-30th St. Brooklyn 32, NY
Hankscraft Co	Booster Blvd. Reedsburg, Wis
Landers Frary & Clark, 1	47 Center St. New Britain, Conn
METAL WARE CORP., THE, 2, Adv Pg 159	**1700 Monroe St. Two Rivers, Wis**
Owens-Illinois Glass Co., 2	Ohio Bldg. Toledo 1, Ohio
Soria & Simon Co., 2	403 E 62nd St. New York, NY
Sunbeam Corp., 1	5600 Roosevelt Rd. Chicago 50, Ill
Sunbeam Corp., 1	5600 Roosevelt Rd. Chicago 50, Ill
Thermo Fashion Corp., 1	193 32nd St. Brooklyn 32, NY
Waring Products Corp., 1	114 Lake St. Winsted, Conn

WASHERS. *CLOTHES. PORTABLE*

Frantz Electric Ind. Inc	2775 S Moreland Blvd. Cleveland, Ohio
Naxon Utilities Corp.	3600 W Touhy Ave. Chicago 45, Ill
Pressweld Inc	Box 269, Sebring, Ohio

WHIRLPOOL BATHS. *HOME*

Stainless Metals Inc	19-42 42nd St. Long Island City 5, NY

Floor Care Equipment

APPLICATORS & POLISHERS. *WAX. NON-ELECTRIC*

American Textile Products Co	5606 Euclid Ave. Cleveland, Ohio
Armstrong Cork Co	Lancaster, Pa
Artmoore Co	1255 N 6th St. Milwaukee 12, Wis
Bouras Mop Mfg. Co	3818 Page Blvd. St. Louis 13, Mo
Corcoran Mfg. Co	1379 Gladys Ave. Long Beach 4, Cal
Easy Day Mfg. Co	9 Station St. Brookline 47, Mass
Empire Brushes Inc	200 William St. Port Chester, NY
Finnell System Inc	500 East St. Elkhart, Ind
Flour City Brush Co	1501 4th Ave. S Minneapolis 4, Minn
Fort Recovery Inds. Inc	Fort Recovery, Ohio
Gold Star Polish Mfg. Co. Inc	400 E 10th St. N Kansas City 16, Mo
Health-Mor Inc	203 N Wabash Ave. Chicago 1, Ill
Herman's Novelty Mfg. Co	315 Rutledge St. Brooklyn 11, NY
Howard Housewares, A Div. of La Pointe Industries Inc.	155 W Main St. Rockville, Conn
Irolite Finishing Co	323 Greenwich St. New York 13, NY
Leiner & Co., George S.	1250-1254 Brook Ave. New York 54, NY
Lighthouse Industries of the New York Assoc. for the Blind	36-20 Northern Blvd. Long Island City, NY
Malden Mop & Brush Co	7-27 Eden St. Boston 29, Mass
Malloy Co., Dan	253 N 4th St. Philadelphia, Pa
Manufacturer's Marketing Co	299 Madison Ave. New York 17, NY
Master Mfg. Co.	9200 Inman Ave. Cleveland 5, Ohio
Modglin Co. Inc	1632 Flower St. Glendale 1, Cal
Moran Brush Mfg. Co. Inc.	30 Manila Ave. Box 4344, Hamden, Conn
National Broom Mfg. Co	240 S Santa Fe Ave. Pueblo, Colo
New York Feather Duster Co	216 Mercer St. New York 12, NY
Osmo Tanning & Mfg. Co	Spartansburg, Pa

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Osrow Products Co	Hazel St. Glen Cove, NY
Pacific Coast Brush Co	2030 E 7th St. Los Angeles 21, Cal
Rubon Inc	115 S Osage, Independence, Mo
Shanday Co., The	6201 – 23rd Ave. Brooklyn, NY
Sponge Specialties Mfg. Corp	755 Utica Ave. Brooklyn 3, NY

BROOMS
1. GENERAL PURPOSE
2. PUSH

Alwin Products, 1-2	3320 W Vliet St. Milwaukee 8, Wis
Amsterdam Broom Co., 1	81 Brookside Ave. Amsterdam, NY
Artmoore Co., 1	1255 N 6th St. Milwaukee 12, Wis
Atlantic Southwestern Broom Co., 1	Baylis & Toone Sts. Baltimore, Md
Berea College Student Industries, 1	Berea, Ky
Brooklyn Fibre Broom Co. Inc., 1-2	47 Dinsmore Pl. Brooklyn 8, NY
Corcoran Mfg. Co., 1	1379 Gladys Ave. Long Beach 4, Cal
Deshler Broom Factory Inc., The, 1	Deshler, Neb
Dustmaster Corp., 2	312 S 3rd St. Minneapolis, Minn
Eagle Broom Works., 1	829 E 4th Pl. Los Angeles 13, Cal
Easy Day Mfg. Co., 1	9 Station St. Brookline 47, Mass
Empire Brushes Inc., 1-2	200 William St. Port Chester, NY
Finnell System Inc	500 East St. Elkhart, Ind
Flatt & Co., Jos. O., 2	141 Cedar St. Reading, Pa
Flour City Brush Co., 1-2	1501 4th Ave. S Minneapolis 4, Minn
Hamburg Broom Works, 1	218 Pine St. Hamburg, Pa
Howard Housewares, A Div. of La Pointe Industries Inc	155 W Main St. Rockville, Conn
Huss Brush Works, 2	3959 7th St. Riverside, Cal
Ideal Rubber Products Co., 1	273 Van Sinderen Ave. Brooklyn 7, NY
Jamick Mfg. Co	351 Atlantic Ave. Brooklyn 17, NY
Johnson Prods. Co., 1-2	531 N Front St. Memphis 1, Tenn
Kautenberg Co., W. E., 1	Box 90, Freeport, Ill
Keane's Eagle Broom Works Inc., 1	829 E 4th Pl. Los Angeles 13, Cal
Kleen Test Products, 1	234 N Broadway, Milwaukee 2, Wis
Laitner Brush Co., 1-2	2000 Brooklyn Ave. Detroit, Mich
Leiner & Co., George S., 1-2	1250-1254 Brook Ave. New York 54, NY
Lighthouse Industries of the New York Assoc. for the Blind, 1-2	36-20 Northern Blvd. Long Island City, NY
Loveland Broom Co., 1	Box 395, Loveland, Colo
M & M Broom Co., 1	7754 Jefferson St. Paramount, Cal
Malden Mop & Brush Co., 1-2	7-27 Eden St. Boston 29, Mass
Master Mfg. Co., 1	9200 Inman Ave. Cleveland 5, Ohio
Merkle Broom Co	101 West End Ave. Paris, Ill
Michigan Brush Mfg. Co. Inc., 1-2	7411 Central, Detroit 10, Mich
Milwaukee Dustless Brush Co., 1-2	530 N 22d, Milwaukee 3, Wis
Modglin Co. Inc., 1-2	1632 Flower St. Glendale 1, Cal
Moran Brush Mfg. Co. Inc., 1-2	30 Manila Ave. Box 4344, Hamden, Conn
Muscatine Broom Factory, 1-2	918 Colver St. Muscatine, Iowa
National Broom Mfg. Co., 1	240 S Santa Fe Ave. Pueblo, Colo
National Brush Co., 1-2	Illinois Ave. Aurora, Ill
O-Cedar	2246 W 49th St. Chicago 9, Ill
Osrow Products Co., 2	Hazel St. Glen Cove, NY
Ox Fibre Brush Co. Inc., 2	E Church St. Frederick, Md
Pacific Coast Brush Co., 1-2	2030 E 7th St. Los Angeles 21, Cal
Pirrung Mfg. Co., 1-2	1916 Larabee St. Chicago 14, Ill
Plasbond Corp., 1	1650 Soquel Dr. Santo Cruz, Cal
Red Hill Broom Works, 1	6th & Main Sts. Red Hill, Pa
Richmond Broom Co., 1	2201 E Main St. Richmond 23, Va
Shanday Co., The, 1-2	6201 – 23rd Ave. Brooklyn, NY
Vining Broom Co., 1-2	2530 Columbus Ave. Springfield, Ohio
Wright-Bernet Inc, 1-2	1524 Bender Ave. Hamilton, Ohio
Zephyr Mfg. Co., 1-2	400 – W 2nd St. Sedalia, Mo

BRUSHES, *FLOOR*

Alwin Products	3320 W Vliet St. Milwaukee 8, Wis
Brooklyn Fibre Broom Co. Inc	47 Dinsmore Pl. Brooklyn 8, NY
Empire Brushes Inc	200 William St. Port Chester, NY
Finnell System Inc	500 East St. Elkhart, Ind
Flatt & Co., Jos. O.	141 Cedar St. Reading, Pa
Flour City Brush Co	1501 4th Ave. S Minneapolis 4, Minn
Hoag Duster Co	410 N Maple, Monticello, Iowa
Jamick Mfg. Co	351 Atlantic Ave. Brooklyn 17, NY
Kleen Test Products	234 N Broadway, Milwaukee 2, Wis
Laitner Brush Co	2000 Brooklyn Ave. Detroit, Mich
Leiner & Co., George S.	1250-1254 Brook Ave. New York 54, NY
Lighthouse Industries of the New York Assoc. for the Blind	36-20 Northern Blvd. Long Island City, NY
Lincoln Floor Machinery Co	1100 Haskins Rd. Bowling Green, Ohio
Malden Mop & Brush Co	7-27 Eden St. Boston 29, Mass
Malloy Co., Dan	253 N 4th St. Philadelphia, Pa
Michigan Brush Mfg. Co. Inc	7411 Central, Detroit 10, Mich
Milwaukee Dustless Brush Co	530 N 22d, Milwaukee 3, Wis
Moran Brush Mfg. Co. Inc	30 Manila Ave. Box 4344, Hamden, Conn
National Brush Co	Illinois Ave. Aurora, Ill
Ox Fibre Brush Co. Inc	E Church St. Frederick, Md
Pacific Coast Brush Co	2030 E 7th St. Los Angeles 21, Cal
Pirrung Mfg. Co	1916 Larabee St. Chicago 14, Ill
REGINA CORPORATION, THE, Adv Pg 155	**Regina Ave. Rahway, NJ**
Shanday Co., The	6201 – 23rd Ave. Brooklyn, NY
Vining Broom Co	2530 Columbus Ave. Springfield, Ohio
Wright-Bernet Inc	1524 Bender Ave. Hamilton, Ohio
Zeen Chemical Corp	2000 Elm St. NW, Cleveland 13, Ohio

BRUSHES, *FOUNTAIN:* See *NON-ELECTRIC* HOUSEWARES

CARPET SWEEPERS, *ELECTRIC*

EUREKA WILLIAMS CO. DIV. OF NATIONAL UNION ELECTRIC CORP., Adv Pg 156	**Bloomington, Ill**
Health-Mor Inc	203 N Wabash Ave. Chicago 1, Ill
Red Devil Tools	2400 Vauxhall Rd. Union, NJ

CARPET SWEEPERS, *NON-ELECTRIC*

Bissell Carpet Sweeper Co	210 Erie, NW, Grand Rapids 1, Mich
Modern Spacemaster Product Inc	55 Water Mill Ln. Great Neck, NY
Wagner Mfg. Co., E. R.	4611 N 32nd St. Milwaukee 9, Wis

FLOOR WASHER-DRYERS, *ELECTRIC*
1. INDEPENDENT UNITS
2. VACUUM CLEANER ATTCHMT.
3. COMBINATION UNITS (VACUUM & WASHER-DRYER)

Bissell Carpet Sweeper Co., 1-3	210 Erie, NW, Grand Rapids 1, Mich
Clements Mfg. Co., 2	6650 S Narragansett Ave. Chicago 38, Ill
Finnell System Inc., 2-3	500 East St. Elkhart, Ind
General Electric Co. Housewares & Commercial Eqpt. Div., 2-3	1285 Boston Ave. Bridgeport 2, Conn
Health-Mor Inc., 2	203 N Wabash Ave. Chicago 1, Ill
HOOVER CO., THE, 1, Adv Pgs 248, 249 (IBC)	**E Maple St. N Canton, Ohio**
Lawlor Co., S. C., 3	122-24 N Aberdeen St. Chicago, Ill
Lincoln Floor Machinery Co., 2	1100 Haskins Rd. Bowling Green, Ohio
REGINA CORPORATION, THE, 1, Adv Pg 155	**Regina Ave. Rahway, NJ**
Royal Appliance Mfg. Co., 2	1975 E 61 St. Cleveland 3, Ohio
Shetland Home Care Institute, 3	Shetland Industrial Park, Salem, Mass
Sunbeam Corp., 1-2	5600 Roosevelt Rd. Chicago 50, Ill

FLOOR WASHER-DRYERS, *NON-ELECTRIC*

Easy Day Mfg. Co	9 Station St. Brookline 47, Mass

MOPS, *DUSTING*
1. STANDARD
2. EXTENDABLE
3. SHAKER HANDLE

Arlen Industries Inc., 1	444 12th St. Brooklyn 15, NY
Bouras Mop Mfg. Co., 1-2-3	3818 Page Blvd. St. Louis 13, Mo
Brooklyn Fibre Broom Co. Inc., 1-2-3	47 Dinsmore Pl. Brooklyn 8, NY
Deshler Broom Factory Inc., The, 1-3	Deshler, Neb
Du-All Mfg. Co., The, 1	111 N Eagle St. Geneva, Ohio
Dustikin Products Inc., 1	2472 3rd Ave. Bronx 54, NY
Dustmaster Corp., 1	312 S 3rd St. Minneapolis, Minn
Easy Day Mfg. Co., 1-2-3	9 Station St. Brookline 47, Mass
Flour City Brush Co., 1	1501 4th Ave. S Minneapolis 4, Minn
Gem Inc	Box 7218, Memphis, Tenn
General Metals Co., 1-2-3	858 Goldsboro St. Greensboro, NC
Gold Star Polish Mfg. Co. Inc., 1-2-3	400 E 10th St. N Kansas City 16, Mo
Herman's Novelty Mfg. Co., 1	315 Rutledge St. Brooklyn 11, NY
Hoag Duster Co	410 N Maple, Monticello, Iowa
Howard Housewares, A Div. of La Pointe Industries Inc	155 W Main St. Rockville, Conn
Ideal Rubber Products Co., 1	273 Van Sinderen Ave. Brooklyn 7, NY
Jamick Mfg. Co	351 Atlantic Ave. Brooklyn 17, NY
Johnson Prods. Co., 1	531 N Front St. Memphis 1, Tenn
Kleen Test Products	234 N Broadway, Milwaukee 2, Wis
Leiner & Co., George S., 1-2	1250-1254 Brook Ave. New York 54, NY
Lighthouse Industries of the New York Assoc. for the Blind, 1	36-20 Northern Blvd. Long Island City, NY
Malden Mop & Brush Co., 1-2-3	7-27 Eden St. Boston 29, Mass
Massasoit Co., 1	Laurelton, NJ
Miracloth Sales Chicopee Mfg. Corp	Box 68, Milltown, NJ

Lawn and Garden Equipment

Modglin Co. Inc., 1	1632 Flower St. Glendale 1, Cal
Moran Brush Mfg. Co. Inc., 2	30 Manila Ave. Box 4344, Hamden, Conn
National Broom Mfg. Co., 1	240 S Santa Fe Ave. Pueblo, Colo
O-Cedar, 1	2246 W 49th St. Chicago 9, Ill
Osmo Tanning & Mfg. Co., 3	Spartansburg, Pa
Pacific Coast Brush Co	2030 E 7th St. Los Angeles 21, Cal
Romac Inc. Div. of McCallum & Robinson Inc	481 E Mallory Ave. Memphis, Tenn
Rubon Inc., 1	115 S Osage, Independence, Mo
Shanday Co., The	6201 - 23rd Ave. Brooklyn, NY
Shepard Products Co., 1-2-3	158 Front St. Worcester, Mass
Thornton Mfg. Co., L. M., 1	2825 E 18th St. Kansas City, Mo
Vining Broom Co	2530 Columbus Ave. Springfield, Ohio
Zephyr Mfg. Co., 1	400 - W 2nd St. Sedalia, Mo

MOPS, *WET*

1. *SPONGE*
2. *STRING, CLOTH*
3. *STRING, SYNTHETIC*

American Textile Products Co., 2-3	5606 Euclid Ave. Cleveland, Ohio
Arlen Industries Inc., 2	444 12th St. Brooklyn 15, NY
Artmoore Co., 1	1255 N 6th St. Milwaukee 12, Wis
Bouras Mop Mfg. Co., 1-2-3	3818 Page Blvd. St. Louis 13, Mo
Brooklyn Fibre Broom Co. Inc., 1-2-3	47 Dinsmore Pl. Brooklyn 8, NY
California Cotton Mills	1800 Peralta St. Oakland 7, Cal
Corcoran Mfg. Co., 1	1379 Gladys Ave. Long Beach 4, Cal
Du-All Mfg. Co., The, 3	111 N Eagle St. Geneva, Ohio
Dustmaster Corp., 1	312 S 3rd St. Minneapolis, Minn
Easy Day Mfg. Co., 1-2-3	9 Station St. Brookline 47, Mass
Empire Brushes Inc., 1-3	200 William St. Port Chester, NY
Erie Mop & Wringer Co., 1	71 Shenango St. Girard, Pa
Finnell System Inc	500 East St. Elkhart, Ind
Flour City Brush Co., 1	1501 4th Ave. S Minneapolis 4, Minn
Gem Inc., 1-2-3	Box 7218, Memphis, Tenn
General Metals Co., 1-2-3	858 Goldsboro St. Greensboro, NC
Herman's Novelty Mfg. Co., 1	315 Rutledge St. Brooklyn 11, NY
Howard Housewares, A Div. of La Pointe Industries Inc., 1-2-3	155 W Main St. Rockville, Conn
Huss Brush Works, 2-3	3959 7th St. Riverside, Cal
Ideal Rubber Products Co., 1	273 Van Sinderen Ave. Brooklyn 7, NY
Jamick Mfg. Co., 1	351 Atlantic Ave. Brooklyn 17, NY
Johnson Prods. Co., 1-3	531 N Front St. Memphis 1, Tenn
Kautenberg Co., W. E., 1-3	Box 90, Freeport, Ill
Kleen Test Products, 1-2	234 N Broadway, Milwaukee 2, Wis
Knoxville Mop & Broom Works, 2-3	3325 Monmouth St. NE, Knoxville, Tenn
Leiner & Co., George S., 1-2-3	1250-1254 Brook Ave. New York 54, NY
Lighthouse Industries of the New York Assoc. for the Blind, 1-2-3	36-20 Northern Blvd. Long Island City, NY
Malden Mop & Brush Co., 1-2-3	7-27 Eden St. Boston 29, Mass
Massasoit Co., 1-2-3	Lauretton, NJ
Modglin Co. Inc., 1-2	1632 Flower St. Glendale 1, Cal
Moran Brush Mfg. Co. Inc., 2	30 Manila Ave. Box 4344, Hamden, Conn
Nassau Sponge Co., 3	124 W Kinzie St. Chicago, Ill
National Broom Mfg. Co., 2-3	240 S Santa Fe Ave. Pueblo, Colo
Novel-Craft Mfg. Co., 1	58 E 11 St. New York, NY
O-Cedar, 1-2	2246 W 49th St. Chicago 9, Ill
Ox Fibre Brush Co. Inc., 3	E Church St. Frederick, Md
Pacific Coast Brush Co., 1-2-3	2030 E 7th St. Los Angeles 21, Cal
Puritan Cordage Mills	1205 E Washington St. Louisville, Ky
Romac Inc. Div. of McCallum & Robinson Inc., 1-2-3	481 E Mallory Ave. Memphis, Tenn
Rubon Inc., 2	115 S Osage, Independence, Mo
Shanday Co., The	6201 - 23rd Ave. Brooklyn, NY
Shan Mfg. Co., The, 2	Armat & Hoiskell Sts. Philadelphia 44, Pa
Shepard Products Co., 1-2-3	158 Front St. Worcester, Mass
Sponge Specialties Mfg. Corp., 1	755 Utica Ave. Brooklyn 3, NY
Vining Brook Co., 1-2	2530 Columbus Ave. Springfield, Ohio
Zephyr Mfg. Co., 1-2-3	400 - W 2nd St. Sedalia, Mo

POLISHERS & SCRUBBERS

1. *ONE-BRUSH*
2. *TWO-BRUSH*
3. *THREE-BRUSH*
4. *FOUR-BRUSH*
5. *AUTOMATIC DISPENSER*
6. *NON-AUTOMATIC DISPENSER*

American Floor Machine Co., 1-5	518 S St Clair St. Toledo 4, Ohio
Clarke Floor Machine Co. Div. of Studebaker Packard Corp., 1	30 E Clay Ave. Muskegon, Mich
Dormeyer Corp., 2	5610 W Bloomingdale, Chicago 39, Ill
EUREKA WILLIAMS CO. DIV. OF NATIONAL UNION ELECTRIC CORP., 4-5, Adv Pg 156	**Bloomington, Ill**
Finnell System Inc	500 East St. Elkhart, Ind
General Electric Co. Housewares & Commercial Eqpt. Div., 2-5	1285 Boston Ave. Bridgeport 2, Conn
General Floorcraft Inc., 1-2-5	3630 Rombouts Ave. Bronx 65, NY
Health-Mor Inc., 1	203 N Wabash Ave. Chicago 1, Ill
HOOVER CO., THE, 2-5-6, Adv Pgs 248, 249 (IBC)	**E Maple St. N Canton, Ohio**
Irolite Finishing Co	323 Greenwich St. New York 13, NY
Landers Frary & Clark, 2	47 Center St. New Britain, Conn
Lawlor Co., S. C., 1-2-3	122-24 N Aberdeen St. Chicago, Ill
Lincoln Floor Machinery Co., 1-5	1100 Haskins Rd. Bowling Green, Ohio
Master Mfg. Co., 5	9200 Inman Ave. Cleveland 5, Ohio
Millers Falls Co., 2	57 Wells St. Greenfield, Mass
Product Engineering Co., 1	4707 SE, 17th Ave. Portland 2, Ore
Red Devil Tools, 1-2-5	2400 Vauxhall Rd. Union, NJ
REGINA CORPORATION, THE, 2-5, Adv Pg 155	**Regina Ave. Rahway, NJ**
Shetland Co. Inc., The, 2-5	Shetland Industrial Park, Salem, Mass
Shetland Home Care Institute, 2-5-6	Shetland Industrial Park, Salem, Mass
Sunbeam Corp., 1-2-5-6	5600 Roosevelt Rd. Chicago 50, Ill
Westinghouse Electric Corp. Portable Appliance Div., 1-5	246 E 4th St. Mansfield, Ohio
Yuba Power Products Inc., 2	800 Evans St. Cincinnati 4, Ohio

SHAMPOOERS, *RUG, ELECTRIC* See POLISHERS & SCRUBBERS

Artmoore Co	1255 N 6th St. Milwaukee 12, Wis
Bissell Carpet Sweeper Co	210 Erie, NW, Grand Rapids 1, Mich
Carbona Products Co	30-50 Greenpoint Ave. Long Island City 1, NY
Health-Mor Inc	203 N Wabash Ave. Chicago 1, Ill
J N T Mfg Co	Stormville, NY
Master Mfg. Co.	9200 Inman Ave. Cleveland 5, Ohio
National Brush Co	Illinois Ave. Aurora, Ill
Product Engineering Co	4707 SE, 17th Ave. Portland 2, Ore
Sunbeam Corp.	5600 Roosevelt Rd. Chicago 50, Ill
Zeen Chemical Corp	2000 Elm St. NW, Cleveland 13, Ohio

VACUUM CLEANERS, *CANISTER*

1. *W/AIR-DRIVEN HEAD*
2. *W/MOTOR-DRIVEN HEAD*
3. *INTERNAL ACCESSORY STORAGE*

American Floor Machine Co	518 S Saint Clair St. Toledo 4, Ohio
Clements Mfg. Co	6650 S Narragansett Ave. Chicago 38, Ill
EUREKA WILLIAMS CO. DIV. OF NATIONAL UNION ELECTRIC CORP., 3, Adv Pg 156	**Bloomington, Ill**
General Electric Co. Housewares & Commercial Eqpt. Div., 2	1285 Boston Ave. Bridgeport 2, Conn
Hamilton Beach Div. of Scovill Mfg. Co	1509 Rapids Dr. Racine, Wis
Health-Mor Inc., 1	203 N Wabash Ave. Chicago 1, Ill
HOOVER CO., THE, Adv Pgs 248, 249 (IBC)	**E Maple St. N Canton, Ohio**
Lewyt Corp., 2	43-22 Queens St. Long Island City 1, NY
Lincoln Floor Machinery Co	1100 Haskins Rd. Bowling Green, Ohio
Osborn Engineering Corp	1400 E Layfayette St. Bloomington, Ill
Sunbeam Corp., 1	5600 Roosevelt Rd. Chicago 50, Ill
Westinghouse Electric Corp. Portable Appliance Div., 1-3	246 E 4th St. Mansfield, Ohio
Whirlpool Corp., 2-3	Administrative Center, Benton Harbor, Mich
White Sewing Machine Corp	11770 Berea Rd. Lakewood, Ohio

VACUUM CLEANERS, *HAND*

1. *CONVERTIBLE TO UPRIGHTS*
2. *STANDARD MODELS*
3. *32-VOLT MODELS*

Clements Mfg. Co	6650 S Narragansett Ave. Chicago 38, Ill
Frantz Electric Ind. Inc., 1	2775 S Moreland Blvd. Cleveland, Ohio
Hamilton Beach Div. of Scovill Mfg. Co., 1-2	1509 Rapids Dr. Racine, Wis
HOOVER CO., THE, 2, Adv Pgs 248, 249 (IBC)	**E Maple St. N Canton, Ohio**
La Belle Silver Co. Inc	Cooper Ave. & 80th St. Glendale 27, NY
Osborn Engineering Corp., 2	1400 E Layfayette St. Bloomington, Ill
Royal Appliance Mfg. Co., 2-3	1975 E 61 St. Cleveland 3, Ohio
Troy Industries Inc., 1	135 Marbledale Rd. Tuckahoe, NY

VACUUM CLEANERS, *TANK*

1. *W/AIR-DRIVEN HEAD*
2. *W/MOTOR-DRIVEN HEAD*
2. *W/MOTOR-DRIVEN BRUSH*
3. *INTERNAL ACCESSORY STORAGE*

Clements Mfg. Co	6650 S Narragansett Ave. Chicago 38, Ill
Royal Appliance Mfg. Co	1975 E 61 St. Cleveland 3, Ohio
White Sewing Machine Corp	11770 Berea Rd. Lakewood, Ohio

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

VACUUM CLEANERS, *UPRIGHT*

1. SINGLE-SPEED

2. TWO-SPEED

Clements Mfg. Co	6650 S Narragansett Ave. Chicago 38, Ill
EUREKA WILLIAMS CO. DIV. OF NATIONAL UNION ELECTRIC CORP., 1–2, Adv Pg 156	**Bloomington, Ill**
Finnell System Inc	500 East St. Elkhart, Ind
General Electric Co. Housewares & Commercial Eqpt. Div., 1	1285 Boston Ave. Bridgeport 2, Conn
HOOVER CO., THE, 2, Adv Pgs 248, 249 (IBC)	**E Maple St. N Canton, Ohio**
Royal Appliance Mfg. Co	1975 E 61 St. Cleveland 3, Ohio
Royal Appliance Mfg. Co., 2	1975 E 61 St. Cleveland 3, Ohio

Lawn and Garden Equipment

VACUUM CLEANERS, *UPRIGHT, LIGHTWEIGHT*

Clements Mfg. Co	6650 S Narragansett Ave. Chicago 38, Ill
Finnell System Inc	500 East St. Elkhart, Ind
Frantz Electric Ind. Inc	2775 S Moreland Blvd. Cleveland, Ohio
Hamilton Beach Div. of Scovill Mfg. Co	1509 Rapids Dr. Racine, Wis
HOOVER CO., THE, Adv Pgs 248, 249 (IBC)	**E Maple St. N Canton, Ohio**
Red Devil Tools	2400 Vauxhall Rd. Union, NJ
REGINA CORPORATION, THE, Adv Pg 155	**Regina Ave. Rahway, NJ**
Royal Appliance Mfg. Co	1975 E 61 St. Cleveland 3, Ohio
Shetland Co. Inc., The	Shetland Industrial Park, Salem, Mass
Shetland Home Care Institute	Sheland Industrial Park, Salem, Mass
Troy Industries Inc	135 Marbledale Rd. Tuckahoe, NY

VACUUM CLEANER PARTS & ACCESSORIES

SAPER CO. INC., HAROLD E., Adv Pg 159	**4611–13 N Clark St. Chicago 40, Ill**

Power Tools

DRILLS

1. 1/4-INCH
2. 3/8-INCH
3. 1/2-INCH

American Power Tool Co., 1-2-3	518 S St Clair St. Toledo 3, Ohio
Black & Decker Mfg. Co., 1-2-3	Towson 4, Md
Century Drill and Tool Co	100 Lafayette, New York, NY
Dalton Mfg. Co., 1-2-3	30 S Central Ave. St Louis 5, Mo
Dayton Electric Mfg. Co., 1-2-3	126 S Oakley Ave. Chicago 12, Ill
Dormeyer Corp., 1-2-3	5610 W Bloomingdale, Chicago 39, Ill
Electro Eng. Products Co. Inc., 1-2	609 W Lake St. Chicago 6, Ill
Kneisley Electric Co	2501-9 Lagrange St. Toledo 3, Ohio
Krieg Inc., Victor J.	1 Depot Plaza, Mamaroneck, NY
Manning-Bowman Div., McGraw-Edison Co., 1-2-3	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div., 1-2-3	2nd & Vine Sts. Boonville, Mo
Millers Falls Co., 1-2-3	57 Wells St. Greenfield, Mass
Milwaukee Electric Tool Corp., 1-2-3	5368 W State St. Milwaukee 8, Wis
Mountain States Appliance Cord Co., 1-2-3	1932 Arapahoe, Denver 2, Colo
Oster Mfg. Co., John, 1-2-3	5055 N Lydell Ave. Milwaukee 17, Wis
Pioneer Gen-E-Motor Corp., 1-3	5841 W Dickens Ave. Chicago 39, Ill
Portable Electric Tools Inc., 1-2-3	1200 E State St. Geneva, Ill
Porter-Cable Machine Co., 1-2-3	700 Marcellus St. Syracuse 1, NY
Radex Corp.	2076 Elston Ave. Chicago 14, Ill
Ram Tool Corp., 1-2-3	411 N Claremont Ave. Chicago 12, Ill
Skil Corp., 1-2-3	5033 Elston Ave. Chicago 30, Ill
Stanley Power Tools, Div. of the Stanley Works, 1-2-3	480 Myrtle St. New Britain, Conn
Sunbeam Corp., 1-2-3	5600 Roosevelt Rd. Chicago 50, Ill
Thor Power Tool Co., 1-2-3	175 N State St. Aurora, Ill
Wen Products Inc., 2	5810 Northwest Hwy. Chicago 31, Ill

GRINDERS & POLISHERS

Arrow Metal Products Co	421 W 203rd St. New York 34, NY
Black & Decker Mfg. Co	Towson 4, Md
Costal Abrasive & Tool Co	40–22 23rd St. Long Island City 1, NY
Dayton Electric Mfg. Co	126 S Oakley Ave. Chicago 12, Ill
Delta Power Tool Div. Rockwell Mfg. Co	Pittsburgh 8, Pa
Electro Eng. Products Co. Inc.	609 W Lake St. Chicago 6, Ill
Irolite Finishing Co	323 Greenwich St. New York 13, NY
Krieg Inc., Victor J.	1 Depot Plaza, Mamaroneck, NY
Manning-Bowman Div., McGraw-Edison Co	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div	2nd & Vine Sts. Boonville, Mo
Millers Falls Co	57 Wells St. Greenfield, Mass
Milwaukee Electric Tool Corp	5368 W State St. Milwaukee 8, Wis
Portable Electric Tools Inc	1200 E State St. Geneva, Ill
Porter-Cable Machine Co	700 Marcellus St. Syracuse 1, NY
Radex Corp.	2076 Elston Ave. Chicago 14, Ill
Ram Tool Corp.	411 N Claremont Ave. Chicago 12, Ill
Skil Corp	5033 Elston Ave. Chicago 30, Ill
Stanley Power Tools, Div. of the Stanley Works	480 Myrtle St. New Britain, Conn
Thor Power Tool Co	175 N State St. Aurora, Ill
Whiting-Adams Co	700 Harrison Ave. Boston, Mass

PLANERS

Black & Decker Mfg. Co	Towson 4, Md
Delta Power Tool Div. Rockwell Mfg. Co	Pittsburgh 8, Pa
Electro Eng. Products Co. Inc	609 W Lake St. Chicago 6, Ill
Kneisley Electric Co	2501-9 Lagrange St. Toledo 3, Ohio
Millers Falls Co	57 Wells St. Greenfield, Mass
Porter-Cable Machine Co	700 Marcellus St. Syracuse 1, NY
Skil Corp	5033 Elston Ave. Chicago 30, Ill
Stanley Power Tools, Div. of The Stanley Works	480 Myrtle St. New Britain, Conn
Lober & Assoc., M., 2-3	7 Central Park W, New York, NY

POWER DRIVE UNITS & ATTCHMTS.

Arrow Metal Products Co	421 W 203rd St. New York 34, NY
Black & Decker Mfg. Co	Towson 4, Md
Bonney Forge & Tool Works	2400 N Rockhill Rd. Alliance, Ohio
Costal Abrasive & Tool Co	40–22 23rd St. Long Island City 1, NY
Irolite Finishing Co	323 Greenwich St. New York 13, NY
Millers Falls Co	57 Wells St. Greenfield, Mass
Milwaukee Electric Tool Corp	5368 W State St. Milwaukee 8, Wis
Norfolk Products Corp	Norfolk, Conn
Portable Electric Tools Inc	1200 E State St. Geneva, Ill
Ridge Tool Co., The	Elyria, Ohio
Rocklin Mfg. Co	Dioux City, Iowa
Skil Corp	5033 Elston Ave. Chicago 30,, Ill
Stanley Power Tools, Div. of The Stanley Works	480 Myrtle St. New Britain, Conn
Tann Corp	3750 E Outer Dr. Detroit 34, Mich
Warren Dado Sawing Washers Co. Inc	Box 98, Detroit 2, Mich

ROUTERS

Arrow Metal Products Co	421 W 203rd St. New York 34, NY
Black & Decker Mfg. Co	Towson 4, Md
Millers Falls Co	57 Wells St. Greenfield, Mass
Norfolk Products Corp	Norfolk, Conn
Porter-Cable Machine Co	700 Marcellus St. Syracuse 1, NY
Shopmaster Div. Energy Mfg. Co	110 N Main St. Monticello, Iowa
Skil Corp	5033 Elston Ave. Chicago 30, Ill
Stanley Power Tools, Div. of The Stanley Works	480 Myrtle St. New Britain, Conn

Power Tools

SANDERS

1. *BELT*
2. *ORBITAL*
3. *STRAIGHT-LINE*
4. *VIBRATOR*

American Power Tool Co., 1-2-3	518 S St Clair St. Toledo 3, Ohio
Black & Decker Mfg. Co., 1-2	Towson 4, Md
Burgess Vibrocrafters Inc., 1	Grayslake, Ill
Clarke Floor Machine Co. Div. of Studebaker Packard Corp., 2	30 E Clay Ave. Muskegon, Mich
Dayton Electric Mfg. Co., 1-2-3	126 S Oakley Ave. Chicago 12, Ill
Delta Power Tool Div. Rockwell Mfg. Co	Pittsburgh 8, Pa
Dormeyer Corp., 2	5610 W Bloomingdale, Chicago 39, Ill
Electro Eng. Products Co. Inc., 3	609 W Lake St. Chicago 6, Ill
Howard Hardware Products Co. Inc	250 Elizabeth Ave. Newark 8, NJ
Manning-Bowman Div., McGraw-Edison Co., 2-3-4	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div., 2-3-4	2nd & Vine Sts. Boonville, Mo
Millers Falls Co., 1-2	57 Wells St. Greenfield, Mass
Milwaukee Electric Tool Corp	5368 W State St. Milwaukee 8, Wis
Mountain States Appliance Cord Co., 2-3	1932 Arapahoe, Denver 2, Colo
Oster Mfg. Co., John, 2-3-4	5055 N Lydell Ave. Milwaukee 17, Wis
Portable Electric Tools Inc., 2	1200 E State St. Geneva, Ill
Porter-Cable Machine Co., 1-2	700 Marcellus St. Syracuse 1, NY
Ram Tool Corp.	411 N Claremont Ave. Chicago 12, Ill
Shopmaster Div. Energy Mfg. Co	110 N Main St. Monticello, Iowa
Skil Corp., 1-2-3	5033 Elston Ave. Chicago 30, Ill
Stanley Power Tools, Div. of The Stanley Works, 1-2	480 Myrtle St. New Britain, Conn
Sunbeam Corp., 2	5600 Roosevelt Rd. Chicago 50, Ill
Thor Power Tool Co., 1-2-4	175 N State St. Aurora, Ill
Weller Electric Corp., 4	601 Stone's Crossing Dr. Easton, Pa
Wen Products Inc., 1-3-4	5810 Northwest Hwy. Chicago 31, Ill

SAWS, *ELECTRIC*

1. *CIRCULAR*
2. *JIG*
3. *SABER*
4. *SCROLL*
5. *RECIPROCATING*

American Power Tool Co., 1-3	518 S St Clair St. Toledo 3, Ohio
Arrow Metal Products Co., 1-2	421 W 203rd St. New York 34, NY
Black & Decker Mfg. Co., 1-2	Towson 4, Md
Burgess Vibrocrafters Inc., 2	Grayslake, Ill
Cocker Saw Co. Inc., 1	Lockport-Olcott Rd. Burt, NY
Dalton Mfg. Co., 1-2-3-4-5	30 S Central Ave. St Louis 5, Mo
Dayton Electric Mfg. Co., 1-2-3	126 S Oakley Ave. Chicago 12, Ill
Delta Power Tool Div. Rockwell Mfg. Co., 1-2-4	Pittsburgh 8, Pa
Dormeyer Corp., 1-3	5610 W Bloomingdale, Chicago 39, Ill
Electro Eng. Products Co. Inc., 1-2-3	609 W Lake St. Chicago 6, Ill
Griscer Industries Inc	Box 327, Garrett, Ind
Krieg Inc., Victor J.	1 Depot Plaza, Mamaroneck, NY
Manning-Bowman Div., McGraw-Edison Co., 1-2	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div., 1-2	2nd & Vine Sts. Boonville, Mo
Millers Falls Co., 1-2-3-5	57 Wells St. Greenfield, Mass
Milwaukee Electric Tool Corp., 1-2-3-4-5	5368 W State St. Milwaukee 8, Wis
Mountain States Appliance Cord Co., 1-3	1932 Arapahoe, Denver 2, Colo
Oster Mfg. Co., John, 1-2-3-4-5	5055 N Lydell Ave. Milwaukee 17, Wis
Owens-Illinois Glass Co., 1	Ohio Bldg. Toledo 1, Ohio
Pioneer Gen-E-Motor Corp., 1	5841 W Dickens Ave. Chicago 39, Ill
Portable Electric Tools Inc., 1-2	1200 E State St. Geneva, Ill
Porter-Cable Machine Co., 1-2-3-4	700 Marcellus St. Syracuse 1, NY
Ram Tool Corp., 1-3-4	411 N Claremont Ave. Chicago 12, Ill
Shopmaster Div. Energy Mfg. Co., 1-2-3-4-5	110 N Main St. Monticello, Iowa
Skil Corp., 1-2-3-4-5	5033 Elston Ave. Chicago 30, Ill
Stanley Power Tools, Div. of The Stanley Works, 1-3-5	480 Myrtle St. New Britain, Conn
Sunbeam Corp., 1-3	5600 Roosevelt Rd. Chicago 50, Ill
Thor Power Tool Co., 2	175 N State St. Aurora, Ill
Weller Electric Corp., 3	601 Stone's Crossing Dr. Easton, Pa
Wen Products Inc., 2-3-4	5810 Northwest Hwy. Chicago 31, Ill
Yuba Power Products Inc., 1-2	800 Evans St. Cincinnati 4, Ohio

SAWS, *CHAIN:* See *OUTDOOR* POWER EQUIP.

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

CORY®

America's Favorite Quality Coffeemakers

Elegant and handsome, Cory coffeemakers are favorites of homemakers, husbands and all coffee-lovers. Grand gifts, they are welcome as wedding presents, for birthdays, anniversaries, special occasions . . . in your own home too. Choose the cup capacity and the price you like . . . every Cory coffeemaker is famous for quality and smart styling.



New CORY **Buffet Queen** 10-40 Cup Percolator (right) . . . Big and beautiful. It's the only big-capacity model with an *automatic flavor-selector* and ready-light. Perks 10 to 40 cups of zesty coffee for dinners, parties, buffets . . . keeps it at the serving temperature—automatically. Has swivel faucet, cup markings, 200-oz. capacity. Ship. wt. 6 lbs.

Model AP-40 ..... **Retail $39.95**



CORY **Stainless Steel Vacuum** Automatic Brewer . . . automatically brews wonderful coffee the popular vacuum way—keeps it hot too. Simple, easy to use—no switches or buttons. Has stainless steel bowls, glass filter rod, 4-8 cup. Ship. wt. 5½ lbs.

Model ACB-3 .... **Retail $39.95**

CORY **Patrician** Automatic Percolator . . . handy, 3-10 cup family-size perc with gleaming chrome-plated body. Perks fine coffee, keeps it hot . . . all automatically. Has flavor-selector, ready-light, cup markings, 3-10 cup capacity. Ship. wt. 4 lbs.

Model DXCP ..... **Retail $24.95**

CORY Automatic **Party Percolator** . . . perfect for parties, snacks, family meals with its 5-15 cup capacity. Perks zesty coffee . . . keeps it hot automatically. Has Flavor-Selector, ready-light, cup markings, handsome chrome-plated body. Ship. wt. 4 lbs.

Model DPP-2 ..... **Retail $29.95**

New CORY **Submers-amatic** Automatic Percolator . . . the quality *submersible* perc with built-in Flavor-Selector & Ready-light plus 4-18 cup capacity. Jet-fast . . . perks 18 cups in less than 18 minutes . . . keeps it drinking hot. Washes completely clean in sink or dishpan . . . it's *submersible*. Ship. wt. 5 lbs.

Model DPS ..... **Retail $29.95**



New CORY **Golden Galaxy** Server-Warmer Trio . . . smart way to serve hot beverages, foods, dips, sauces and cold buffet, hors d'oeuvres, and canapes too. Has 12-cup carafe, sugar and creamer set . . . plus solid walnut tray with *electric hot tile* (keeps foods and beverages at serving temperature), gold metal feet and cord. Ship. wt. 5½ lbs.

Model DHW12 ..... **Retail $24.95**

famed gift of elegance

CORY

Crown Jewel

Automatic Percolator



Truly the gift supreme for every occasion . . . the caviar of coffeemakers. Beautiful with its stainless steel body and 24-Karat gold-plated footed base. Fully automatic . . . perks 4 to 9 cups of wonderful coffee . . . keeps it hot. Has flavor-selector, ready-light, cup markings, raffia-style handle. Ship. wt. 5½ lbs.

Model DAP-2 ..... **Retail $50.00**

all models shown—A.C., 115 volts, U.L. Listed

CORY®

the Quality Gift Appliances

For better electric living . . . for better giving. Cory *for gifts* . . . every time your good taste demands a crafted, quality appliance. Choose the perfect present right here for your own home, for weddings, birthdays, anniversaries, for every occasion.

all models shown are
115 volts, A.C., U. L. Listed



CORY Automatic Electric Can Opener . . . it's fully automatic—locks can in place, starts, cuts can open, stops, magnet holds lid, holds can 'til needed. Opens tall, big and small cans in seconds. Has stainless steel cutting and drive wheels plus real motor. Unit locks in place on rugged stand. Ship. wt. 5½ lbs.

Model DCA-S ..... **Retail $29.95**

New CORY Compact Electric Can Opener (left) . . . in charcoal and satin-silver. Only 8¼" high, it opens tall, big or tiny cans . . . magnet holds lid. Has stainless steel cutting & drive wheels plus real motor. Ship. wt. 5½ lbs.

Model DCCS ..... **Retail $24.95**

New Compact Can Opener (right) . . . same as above in gleaming white. Ship. wt. 5½ lbs.

Model DCWT ..... **Retail $24.95**



New CORY Golden Galaxy Server-Warmer . . . new and modern. Small enough to be trivet for hot beverages, dips, sauces . . . big enough for all food and beverage serving for snacks, cold cuts and buffet. Has *electric hot tile* to keep foods and beverages at right temperature, solid walnut tray, gold metal feet, walnut-handle spreader knife, cord. Ship. wt. 3 lbs.

Model DTH ..... **Retail $16.95**



New CORY Crown Jewel Portable Electric Mixer . . . its kitchen-tested 3-speeds are the best for mixing, whipping, blending, stirring, folding or beating. Has heavy-duty 130-watt motor, deluxe chrome styling, steel beaters, beater-ejector and speed control on handle, heel-rest, wall storage attachment. Ship. wt. 4 lbs.

Model DDM ..... **Retail $24.95**

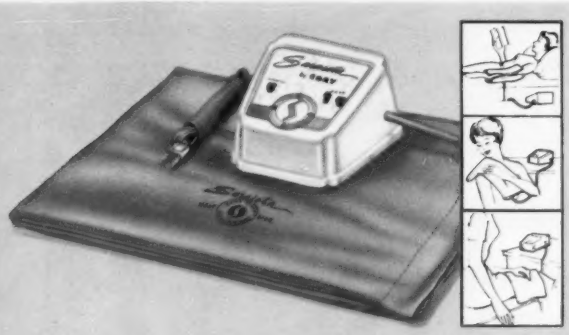


CORY Electric Knife & Scissors Sharpener (front) . . . professionally, perfectly sharpens any knife (including hollow ground) or scissors at home—quickly, easily. Can't harm any edge; stops if you press too hard. Ship. wt. 3 lbs.

Model KSS ..... **Retail $16.95**

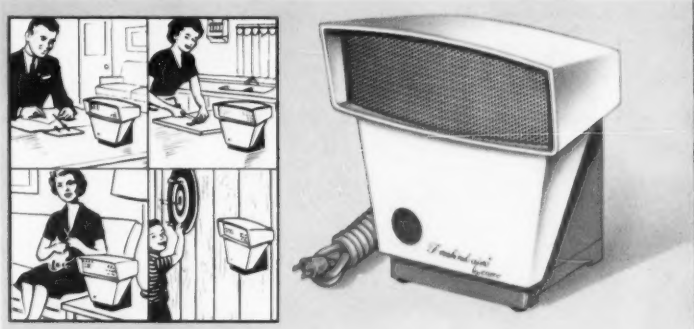
CORY Knife Sharpener (top) . . . same as above, but for sharpening knives only. Ship. wt. 3 lbs.

Model DKS-2 ..... **Retail $15.95**



New SARASOTA by CORY Flexible Heat/Massager . . . wrap up those aches, sore muscles in this Heat/Massager. So flexible, you wrap it around arms or legs. Amazing 3-in-1 comfort appliance. It's a combination heat/massager . . . enjoy soothing heat and massage at the same time. Choose hi-heat or low-heat . . . it's a heating-pad only. Use it also as an automatic massager only. Ship. wt. 5 lbs.

Model 610 ..... **Retail $29.95**

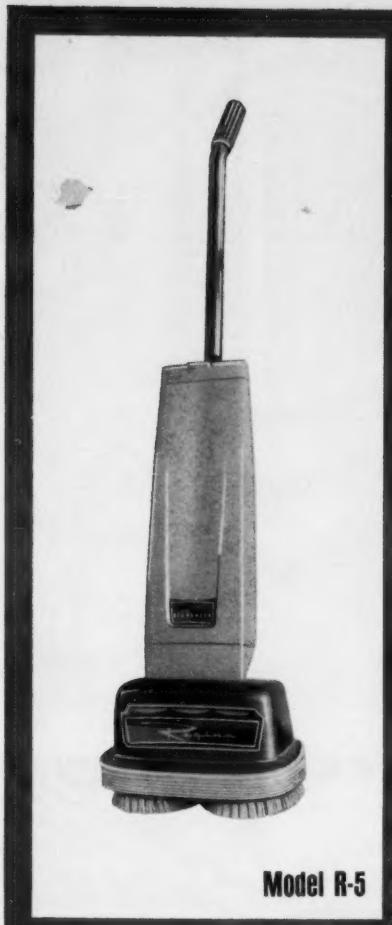


New Fresh'nd-aire Electric Air Freshener-Deodorizer . . . push a button for better comfort in bathrooms, kitchens, dens, dining rooms and in offices too. Deodorizes, freshens the air—neutralizes odors, aromas, smoke—produces negative ions—4-bladed fan circulates fresh, clear air. Set on table, hang on wall. Has ultra-violet lamp, filter. Ship. wt. 2½ lbs.

Model CIP ..... **Retail $19.95**

All specifications and prices subject to improvement and/or change without prior notice

Printed in U.S.A.



Model R-5



Model ES-2



Model 750



Model EM-1

REGINA'S NEW PROFIT LINE COMPLETE WITH PRE-SOLD CUSTOMERS!

NEW PRODUCTS! NEW PROFIT POTENTIAL! NEW PROMOTIONS! PLUS THE BIGGEST ADVERTISING PROGRAM IN OUR HISTORY!

REGINA POLISHER-SCRUBBER Model R-5 Your best buy step-up polisher bar none! Automatic dispenser built into handle for fingertip control. Exclusive "Balanced Pressure" for smooth uniform polishing. All metal construction for lifetime service. Regina polishers are priced to sell every market.

REGINA ELECTRIK-SHOEBOY Model ES-2 600 hundred million pairs of shoes were sold last year... this is your market for the new Electrik-Shoeboy, the last word in automatic shoe shines! An ideal executive gift, perfect for Dad, a boon to Mother. The Shoeboy has removable heads, and suction cups to grip floors firmly. Handsomely styled, all metal.

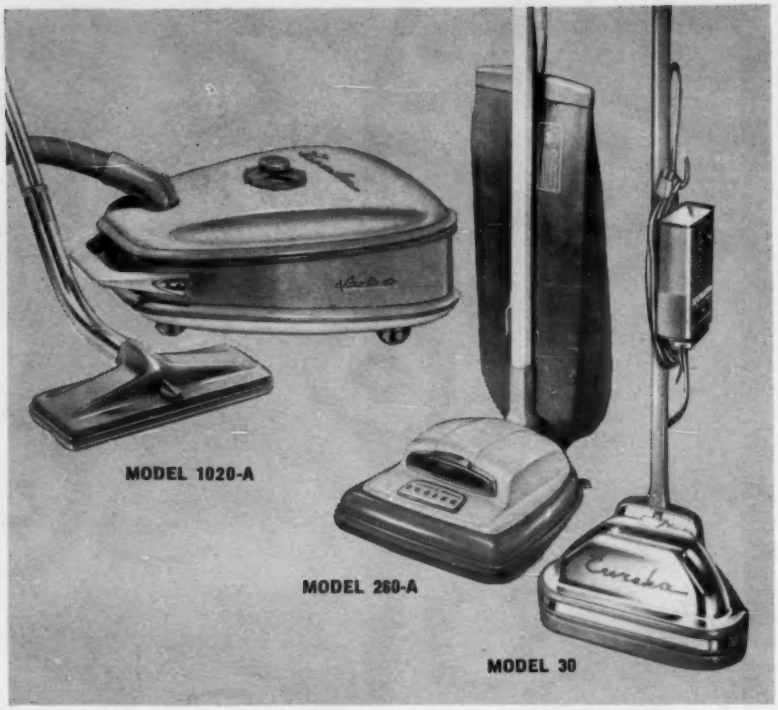
REGINA ELECTRIKBROOM® Model 750 Hottest-selling lightweight vacuum in America! On the "hot-sheet" of leading stores across the country. Weighs only 6¾ lbs. Cleans carpets, bare floors, upholstery, draperies. The dirt cup empties like an ash tray.

REGINA ELECTRIKMOP Model EM-1 Sensational profit partner for the Electrikbroom! Scrubs, vacuum-dries floor automatically. Hands never touch water. Knees never touch floors. Complete with Regina's remarkable molecular action Floor Cleaner Concentrate.

Call your Regina Distributor and let him show you how you can cash in on these powerfully promoted, fast-moving lines—lines that are the most demanded by consumers across the country.

THE REGINA CORPORATION Rahway, New Jersey

EUREKA GIVES YOU BETTER REASONS TO BUY!



BETTER FEATURES– that sell conclusively because they demonstrate simply and dramatically.



VIBRA-BEAT–Vibrating 2,000 times a minute, deep cleaning air powered Beaters beat out deepest dirt. Floating brushes remove lint and litter. Powerful suction–over 1 H.P. motor–whisks soil away instantly.

TRIPLE-FILTER *traps* *traps* *traps*

...dust ordinarily blown back into the rooms

No more following a cleaner around with a dust cloth. Now Eureka traps dust, filters air... *three separate times!*

SANITIZED® DUST BAGS – Impregnated with laboratory approved germ fighter to keep lasting freshness.



NEW POLISHER-SCRUBBERS WITH 4-BRUSH ACTION–Exclusive 4 Power-Balanced Brushes polish without streaking, wax without wandering, scrub without splashing, shampoo rugs without matting.

BETTER LINE–A full step-up floor care line. Special promotional cleaners. Vibra-Beat priced where the volume is. A new more-for-the-money upright. A full range of polisher-scrubbers. And every model claims exclusive Eureka features.

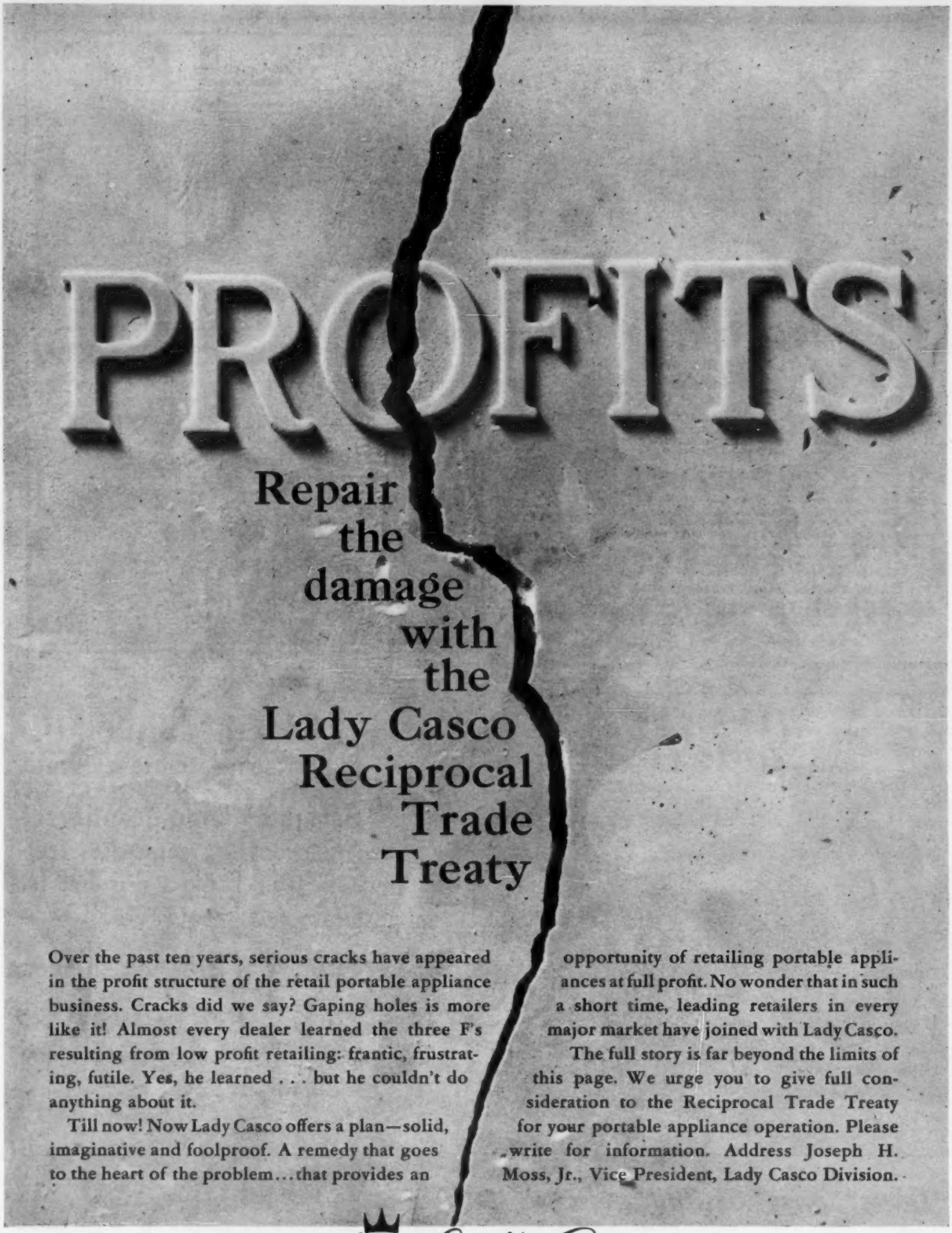
BETTER DEALER PROFIT–no rigged deals. No tricky pricing. No impossible packages. No price leaders tied to merchandise you can't sell. Eureka delivers a sale-maker in every model, and an honest dealer profit in every sale.

GET THE LINE WHERE THE FEATURES ARE!

WRITE TO:

EUREKA

EUREKA WILLIAMS COMPANY
A Div. of National Union Electric Corp.
Bloomington, Illinois


PROFITS
Repair the damage with the Lady Casco Reciprocal Trade Treaty
Over the past ten years, serious cracks have appeared in the profit structure of the retail portable appliance business. Cracks did we say? Gaping holes is more like it! Almost every dealer learned the three F's resulting from low profit retailing: frantic, frustrating, futile. Yes, he learned . . . but he couldn't do anything about it.
Till now! Now Lady Casco offers a plan—solid, imaginative and foolproof. A remedy that goes to the heart of the problem...that provides an opportunity of retailing portable appliances at full profit. No wonder that in such a short time, leading retailers in every major market have joined with Lady Casco.
The full story is far beyond the limits of this page. We urge you to give full consideration to the Reciprocal Trade Treaty for your portable appliance operation. Please write for information. Address Joseph H. Moss, Jr., Vice President, Lady Casco Division.
CASCO Lady Casco
Casco Products Corp., Bridgeport, 2, Conn. A Subsidiary of STANDARD KOLLSMAN Industries Inc.



HI-VI The World's Most Advanced Vegetable and Fruit Juicer

PRICES WITHIN THE REACH OF EVERYONE.

THE ONLY JUICER WITH ALL THESE FEATURES OF SUPREMACY

- Freshly made, delicious juices instantly
- EJECTS FIBROUS PULP AUTOMATICALLY
- Patented Torque Juice Converter releases vitamin and mineral packed juices
- DOES NOT STRAIN THROUGH A LAYER OF PULP
- Stainless Steel Cutter Plate
- Only acid resisting materials used
- Electronically balanced
- Heavy duty governor controlled motor
- A simple design to give you ease of operation
- Produces more juice at less cost
- Fully Guaranteed and U.L. Approved

GO HEALTHY — GO HAPPY — GO HI-VI

Dealer Inquiries Invited. For information, write to:

KITCHEN MASTER APPLIANCES 166½ N. La Brea Ave. Los Angeles 36, Calif.



Ionalator®



- ✱ Big untapped source of profit
- ✱ Generates large quantity of negative ions . . . promotes feeling of "well-being" - - relief for respiratory ailments
- ✱ Effective in large 15'x25' room
- ✱ Proven effective in tests from Medical Laboratories and Climatological Studies

ADDRESS INQUIRIES TO

SCHRAMYER CO.
11½ EAST MAIN ST.
DEPT. H. G. D. B.
ST. CHARLES, ILL.

Lowest price GENUINE electro-static negative ion generator $49.95

BIG DEALER PROFIT!

LOOKING FOR A COMPLETE LINE OF COFFEE MAKERS . . . at popular prices?

Empire

HAS THEM!

Here's just one . . .

12 to 32 CUP AUTOMATIC PARTY COFFEE MAKER

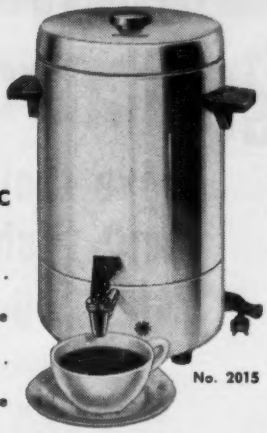
EXCLUSIVE —

NO TIPPING . . . NO TILTING . . . for complete coffee drainage!

Fully Automatic . . . red signalite glows when coffee is done!

"No-Drip self closing faucet . . . styled for cup'n saucer serving!

Beautifully designed . . . to please the most discriminating hostess!



No. 2015

We have them from Live-Aloners to Party Throwers!

. . . and even for those on the move! Metal Ware produces an extensive line of top-quality coffee makers for any occasion . . . at prices that are hard to beat. Write for free catalog and prices *today!*

UL

All Metal Ware Coffee Makers are UL approved and made in U.S.A.

Quality Housewares at popular prices for over a third of a century

The **METAL WARE** *Corporation*

TWO RIVERS, WISCONSIN

ARMATURE REWINDING

Vacuum Cleaners • Drills
Mixers • Blowers • Saws
Sanders • Etc.

Parts and paper bags for all makes vacuum cleaners

BRUSHES REBRISTLED
WORK GUARANTEED

30 years service to the trade

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THE HAROLD E. SAPER CO.
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CHICAGO 40, ILLINOIS

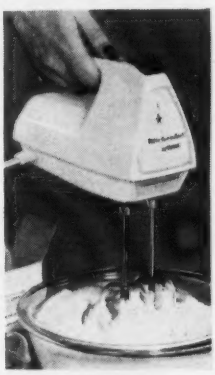
KitchenAid mixers... Tops in performance and profits





The KitchenAid food preparer (counter model) has just one beater, set off-center. It travels *clockwise* around the bowl, while it rotates *counterclockwise*. Gives the most thorough mixing possible, all the way to the bowl edge. With 14 attachments available, it has unmatched versatility. There's even a silver buffer, and no power adapter is *ever* needed. Two other larger models also available.

Hand mixer changes speed automatically
The KitchenAid Power Portable Mixer automatically shifts from low to higher speed for heavy batters, then back to low. No slowdowns, stalling or ingredient-spraying. Just perfect blending that helps insure consistent results, with exclusive built-in power-booster.



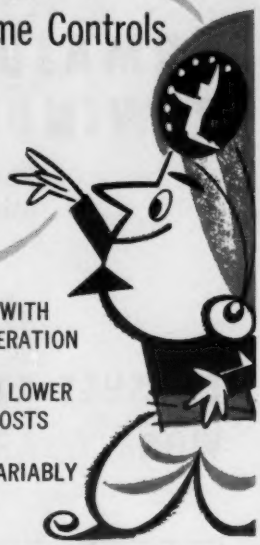


KitchenAid electric coffee mill
Every cup fresh-ground. Better flavor, more cups per pound.

KitchenAid®
the dealer's profit appliances

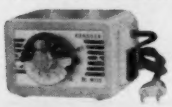
KitchenAid Electric Housewares Div., The Hobart Manufacturing Co., Dept. KHGD, Troy, Ohio.

PARAGON Time Controls help boost your product sales because...



- APPLIANCES LAST LONGER WITH COMPLETE, AUTOMATIC OPERATION
- CUSTOMERS BENEFIT FROM LOWER OPERATING AND SERVICE COSTS
- APPLIANCE SALESMEN INVARIABLY CLOSE THE ORDER FASTER

No household appliance is complete without a handy, automatic Paragon Time Control—the electric servant that never forgets to operate on schedule at any selected time of day. Just plug it in, set it, and forget it. Appliance sales skyrocket when you offer Paragon Time Controls because they are made for each other. Your authorized Paragon distributor carries a full line in stock for immediate shipment.

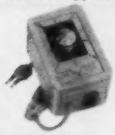


Appliance sales "clincher"

MODEL APT1-0 is a portable 24-hr., automatic appliance Time Control. It's ideal for automatic control for decorative and protective lighting, radios, coffee makers, and other household appliances.

Helps sell portable fans

MODEL PF31-0 is a Time Control that automatically turns OFF ventilating fans at any pre-selected time up to 24 hours. Simply plug TIMER cord into outlet...fan and cord into TIMER.





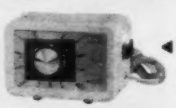
Boosts sales automatically

Automatic night-lighting with Paragon's 4000 Series Time Control insures safety and convenience...prevents accidents and vandalism. Ideal for control of post lights, flood lights, patio and driveway lighting.

Assures greater profits

MODEL FA51-0 is a flush-mounted, interval TIMER that fits into a single, gang-switch receptacle or handy box. It is ideal for automatic time control of kitchen and attic exhaust fans, yard lights, built-in heaters, and other interval timing applications.





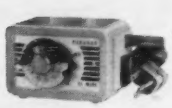
Brings savings to customers

MODEL AT3160-0 is a compact, attractive interval TIMER with 0-60 minute range with one-minute dial graduations. It controls the time for sun lamps, vibrators, heating pads, sterilizers, and other appliances.

Makes refrigerators young again

MODEL DT-21X-0 is a fully guaranteed, automatic de-frost-it TIMER that puts an end to manual operation of your present refrigerator. Plug refrigerator cord into de-frost-it...plug de-frost-it cord into electrical outlet...and set built-in clock dial for exact de-frosting cycle to suit refrigerator.





Increases air conditioner sales

AC MODELS are 24-hr. automatic air-conditioner Time Controls that assure cool comfort when desired ... reduce costly maintenance due to needless overwork. Complete with a 3-wire cord set to meet code regulations, 3-wire grounded receptacle, rubber feet, and back plate for easy mounting. Available 120 or 240v, up to 1-hp full-rated load.

Time is money...control it with Paragon

PARAGON ELECTRIC CO., INC.

Subsidiary of American Machine & Foundry Company

1638 TWELFTH STREET • TWO RIVERS, WISCONSIN

29 MILLION steam iron owners

love their steam irons and wish they'd stop clogging up!

you can sell the *prevention*

Wantz kleensteam WATER CONDITIONER

TURNS ORDINARY TAP WATER INTO SAFE, DE-MINERALIZED WATER ... in minutes ... right at the sink! CUSTOMER CARRIES IT HOME IN HER PURSE ... NOT ON HER BACK!



PROTECTS irons against CLOGGING, SPURTING, SPUTTERING and STAINING! **PREVENTS** "Liming", damaging SCALE **inside!**

Wantz kleen-out STEAM IRON CLEANER

and the cure!

New, PRE-MEASURED STEAM IRON CLEANER cleans out CLOGGED IRONS! Contains magic METALGARD that cleans but "never eats the metal" as other cleaners do! In 2½ Oz. double-thick PACKETTES ... 4 PACKETTES (10 fluid oz.) to the box ... retail price, 98¢ HIGH PROFIT MARGIN!





BOTH KLEENSTEAM AND KLEEN-OUT are packaged for IMPULSE BUYING. Colorful Bubble Displays, shelf stackers and hanging boxes. For market introduction Kleen-Out is packaged with Kleensteam Water Conditioner (one 2½ Oz. Packette with Kleensteam "Starter Kit") retail price, $1.19 for the combination.

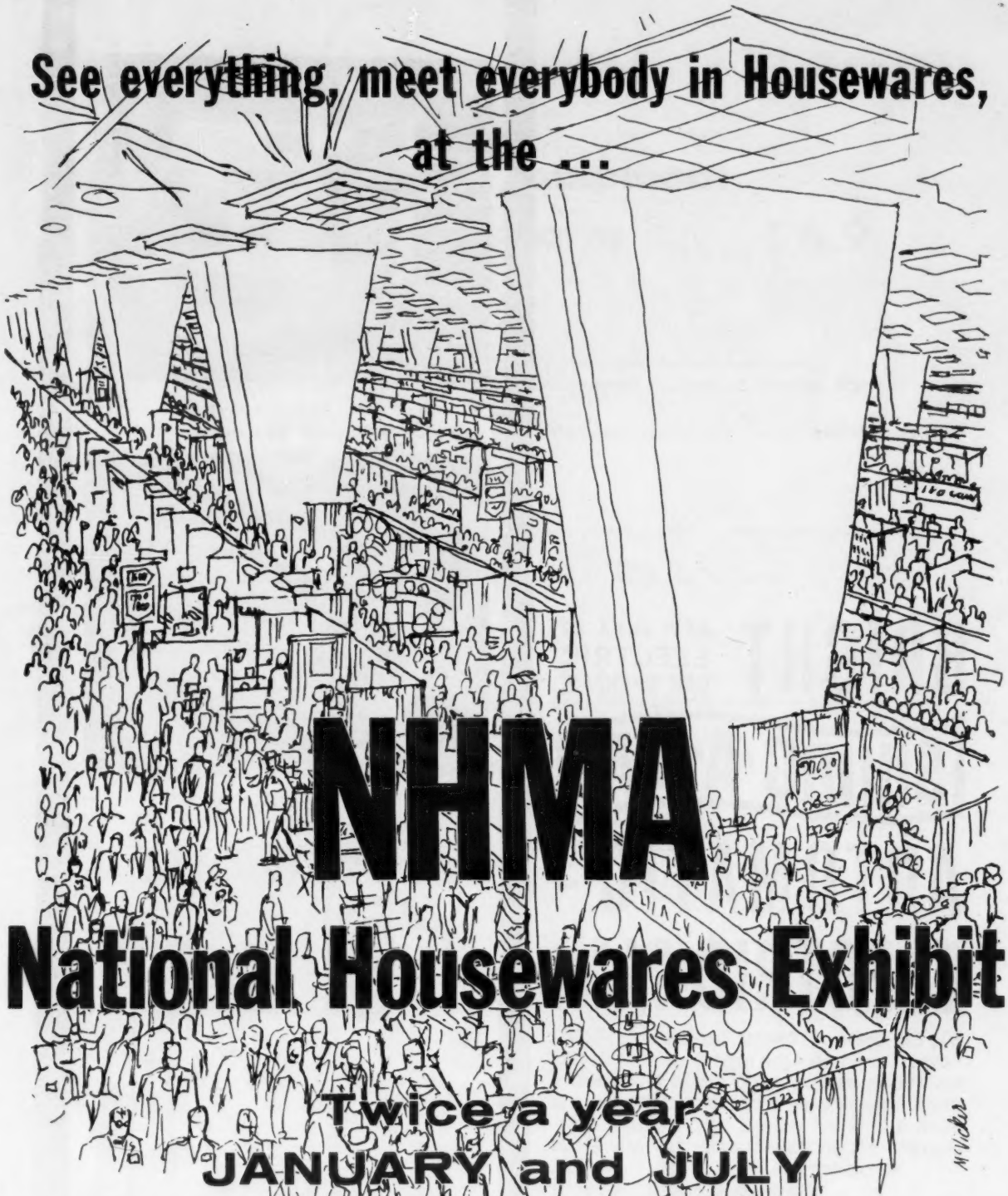
SELL THE PREVENTION AS WELL AS THE CURE FOR CLOGGED-UP STEAM IRONS IN ONE MONEY-SAVING INTRODUCTORY PACKAGE TO THOUSANDS IN YOUR AREA WHO OWN CLOGGED-UP STEAM IRONS!

WRITE ... WIRE ... PHONE ...

ILLINOIS WATER TREATMENT COMPANY

840 CEDAR STREET, ROCKFORD, ILLINOIS

See everything, meet everybody in Housewares, at the ...



NHMA

National Housewares Exhibit

Twice a year

JANUARY and JULY

McCormick Place, Chicago

Serving the housewares industry since 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

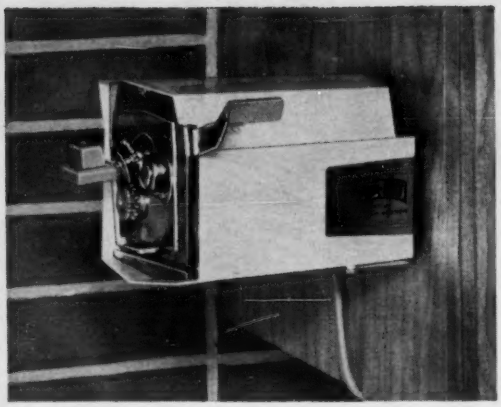
(incorporated not for profit)

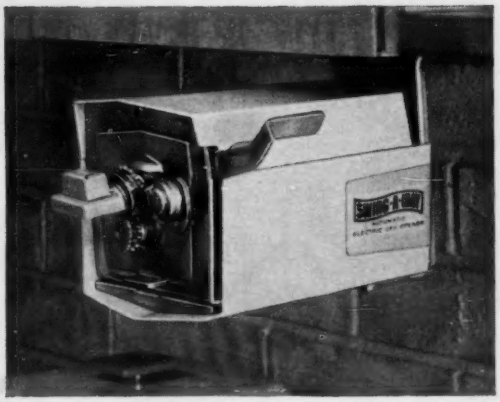
1130 Merchandise Mart · Chicago 54, Illinois

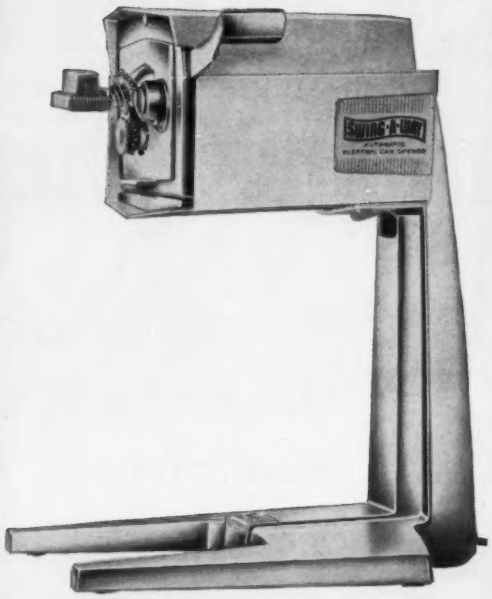
BRIGHT NEW IDEA IN ELECTRIC CAN OPENERS!

SWING-A-WAY

AUTOMATIC-ELECTRIC CAN-OPENER







Wall Can Opener . . . Counter Can Opener . . . Under-Cabinet Can Opener—you name it—SWING-A-WAY has it! This wall can opener can be bought with a counter stand or under-cabinet bracket, the choice is yours. It looks and acts like a super-deluxe, super-expensive job, yet the price-tag is a lowly $14.95

Accessories extra: Counter Stand $3.98
Under-Cabinet Bracket $1.00

Finest Quality Features • Completely automatic • Opens all standard cans • Powerful, ceramic magnet • Strong, die-cast housing and stand • Exclusive gear-driven cutter • Stand has convenient cord storage area • Sandalwood enamel, Chrome trim • Fully guaranteed

FROM SWING-A-WAY THE COMPANY WITH THE CAN OPENER REPUTATION!

SWING-A-WAY MANUFACTURING CO., 4100 BECK AVE., ST. LOUIS 16, MO.
IN CANADA: FOX AGENCIES . . . . . PORT CREDIT, ONTARIO

Lawn and Garden Equipment
Non-Electric Housewares 169

Remember these simple instructions:

Products and manufacturers under each product are alphabetically arranged.

Features being identified are listed immediately under the product heading, and each given a number.

The numbers immediately following a manufacturer's name refer to features of his products.

Lawn and Garden Equipment

Non-powered lawn mowers are included in this Directory. Power mowers are listed in the Outdoor Power Equipment Directory.

Tillers, cultivators, edgers and trimmers listed here all are non-powered.

Outdoor furniture is in this Directory.

Non-Electric Housewares

Barbecue grills and equipment are included in this Directory. So that all types of this equipment could be found in one location, grills with electric spits and/or blowers and built-in grills also are in this Directory.

Lawn and Garden Equipment

BARRIERS, *GRASS*

Aluminum Hardwares Inc	Harrison St. & Circle Ave. Forest Park, Ill
Associated Sales & Bag Co	605 S 1st St. Milwaukee 4, Wis
Carey-McFall Co	2156 E Dauphin St. Philadelphia, Pa
Nichols Wire & Aluminum Co	Davenport, Iowa
Trio Mfg. Co	Griggsville, Ill
Vaughan's Seed Co	601 W Jackson Blvd. Chicago 6, Ill

BELLS, *PATIO & GARDEN*

Brandon Brown Inc	Box 1, Burlingame, Cal
Damar Prods Inc	Damar Bldg. Elizabeth, NJ
Holt-Howard Associates	639 Canal St. Stamford, Conn
Klay Kraft Pottery Co	Box 296, Milford, Neb
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Leviton Mfg. Co. Inc	236 Greenpoint Ave. Brooklyn 22, NY
Wagner Specialty Co	Box 404, Burlington, Wis
Wilton Products Inc	Wrightsville, Pa
Wright Inc., John	5106 Edmondson Ave. Baltimore 29, Md

BORDERS, *FLOWER BED & LAWN*

Akay Corp. Div. of Hauser Products	4034 N Kolmar, Chicago, Ill
Aluminum Hardwares Inc	Harrison St. & Circle Ave. Forest Park, Ill
Arlen Industries Inc	444 12th St. Brooklyn 15, NY
Atlas Tool & Mfg. Co	5147 Natural Bridge Blvd. St Louis 15, Mo
Better Bilt Products	Addison, Ill
Commonwealth Plastics Corp	98 Adams St. Leominster, Mass
Ellbee Mfg. Co	609 Bellair Ave. Vineland, NJ
Flat Steel Mfg. Co	4330 Fyler Ave. St. Louis 16, Mo
Jodar Mfg. & Sales Corp	62 Centre St. Newark 2, NJ
Kelcay Products	1687 McDonald Ave. Brooklyn 30, NY
Mexican Products Co	Box 506, Laredo, Tex
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Ohio Wire Products Co. Inc	1025 E 5th Ave. Columbus, Ohio
Patio Products Inc	275 Jefferson St. Newark 5, NJ
Trio Mfg. Co	Griggsville, Ill
Vandy-Craft	14105-1712 Merchandise Mart, Chicago, Ill
Wright Steel & Wire Co., G.F.	243 Stafford St. Worcester 3, Mass.

CARTS, *GARDEN*

Carlisle Mfg. Co	109 Meeker St. Newark 8, NJ
Dundee Aluminum Products	7521 Intervale, Detroit, Mich
Jackson Mfg. Co	Harrisburg, Pa
Radio Steel & Mfg. Co	6515 W Grand Ave. Chicago 35, Ill
Swanco Div. Toccoa Metal Products Co. Inc	Box 751, Toccoa, Ga
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Vandy-Craft	14105-1712 Merchandise Mart, Chicago, Ill
Wood-Craft Manufacturers Inc	601-615 S Longwood St. Baltimore 23, Md

CHAIRS, *OUTDOOR*

Acme Awning & Tent Co	3964 30th St. San Diego 4, Cal
Airlite Aluminum Corp	Passaic Ave. & Belgrove Dr. Kearny, NJ
All-Luminum Products	36-37th Reed St. Philadelphia 46, Pa
American-Acme Co	Emigsville, Pa
Ames Co., O.	Box 1580, Parkersburg, W Va
Animal Trap Co	Front & Locust Sts. Lititz, Pa
Birmingham Stove & Range Co	Box 2593, Birmingham 2, Ala
Charleston Industries Inc	Stark Industrial Park, Charleston, SC
Clamage Mfg. Co., S. A.	10460 W 9 Mile Rd. Detroit 37, Mich
Cortland Furniture Co, Inc	460 Park Ave. S, New York 16, NY
Duralite Co. Inc	1 Park Ave. New York, NY
Durham Mfg. Corp	700 S Council St. Muncie, Ind
Elm Industries Inc	4711 13th Ave. Brooklyn 19, NY
Falco Products Co	1100 W York St. Philadelphia 33, Pa
Gerdau Co., The Otto	82 Wall St. New York 5, NY
Gold Medal Folding Furn. Co	1700 Packard Ave. Racine, Wis
Goshen Mfg. Co. Inc., The	10th & Reynolds Sts. Goshen, Ind
Hampden Specialty Products Corp	295 5th Ave. New York, NY
Harris-Hub Co	666 Lake Shore Dr. Chicago 11, Ill
Hettrick Mfg. Company, The	1401 Summit St. Toledo, Ohio
Hourtz & Barwick	Elizabeth City, NC
Joal Mfg. Co. Inc	6437 S State St. Chicago 21, Ill
Kraus Co., The Walter S.	48-02 43rd St. Woodside 77, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Living Aluminum Inc	Farmingdale, NY
Mexican Products Co	Box 506, Laredo, Tex
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Nu-Lite Products Inc	212 5th Ave. New York 10, NY
Patio Supply Co	1315 Rainier Ave. Seattle, Wash
Salmanson & Co. Inc	295 5th Ave. New York 16, NY
Salterini Co., John B.	41 E 57th St. New York 22, NY
Shepard Engineering Co	115 Barton St. St Louis, Mo
Sunray Chairs Inc	Box 42-67, Miami 42, Fla
Take-Along Travel Chair Co	Thomasville, Ga
Telescope Folding Furniture Co. Inc., The	Church St. Granville, NY
Tennessee Fabricating Co	1490 Grimes St. Memphis 6, Tenn
American Cushion-Tropical Sun Co	801 W Whittier Blvd. Whittier, Cal
Troy Sunshade Co	612 Grant St. Troy, Ohio
Tucker Duck & Rubber Co	515 Garrison Ave. Fort Smith, Ark
Vandy-Craft	14105-1712 Merchandise Mart, Chicago, Ill
Wood-Craft Manufacturers Inc	601-615 S Longwood St. Baltimore 23, Md
Woodenware Products Corp	122 N 7th St. St Louis 1, Mo
Yeoman Corp., The	American Furniture Mart, Chicago, Ill

CHAISE LOUNGES, *OUTDOOR*

Acme Awning & Tent Co	3964 30th St. San Diego 4, Cal
All-Luminum Products	36-37th Reed St. Philadelphia 46, Pa
American-Acme Co	Emigsville, Pa
Ames Co., O.	Box 1580, Parkersburg, W Va
Beh Housewares Corp	1150 Broadway, New York, NY
Clamage Mfg. Co., S. A.	10460 W 9 Mile Rd. Detroit 37, Mich
Cortland Furniture Co, Inc	460 Park Ave. S, New York 16, NY
Duralite Co. Inc	1 Park Ave. New York, NY
Gerdau Co., The Otto	82 Wall St. New York 5, NY
Gold Medal Folding Furn. Co	1700 Packard Ave. Racine, Wis
Goshen Mfg. Co. Inc., The	10th & Reynolds Sts. Goshen, Ind
Hampden Specialty Products Corp	295 5th Ave. New York, NY
Harris-Hub Co	666 Lake Shore Dr. Chicago 11, Ill
Hettrick Mfg. Company, The	1401 Summit St. Toledo, Ohio
Hourtz & Barwick	Elizabeth City, NC
Kraus Co., The Walter S.	48-02 43rd St. Woodside 77, NY
Living Aluminum Inc	Farmingdale, NY
Nu-Lite Products Inc	212 5th Ave. New York 10, NY
Patio Supply Co	1315 Rainier Ave. Seattle, Wash
Salmanson & Co. Inc	295 5th Ave. New York 16, NY
Salterini Co., John B.	41 E 57th St. New York 22, NY
Sunray Chairs Inc	Box 42-67, Miami 42, Fla
Telescope Folding Furniture Co. Inc., The	Church St. Granville, NY
American Cushion-Tropical Sun Co	801 W Whittier Blvd. Whittier, Cal
Troy Sunshade Co	612 Grant St. Troy, Ohio
Vandy-Craft	14105-1712 Merchandise Mart, Chicago, Ill
Wood-Craft Manufacturers Inc	601-615 S Longwood St. Baltimore 23, Md
Yeoman Corp., The	American Furniture Mart, Chicago, Ill

CULTIVATORS

Ames Co., O.	Box 1580, Parkersburg, W Va
Ashe-Houston Co	Box 307, Glenbrook, Conn
Baruch Petranker Import Co. Inc., Coronet Div.	1147 Howard St. San Francisco, Cal
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Diamond Products Co	4178 Union Pacific Ave. Los Angeles, Cal
Gardex Inc	500 N Carroll Ave. Michigan City, Ind
Hoffco Inc	411 N 8th St. Richmond, Ind
Norcross & Sons Co., C. S.	Cor. Dean & Davis Sts. Bushnell, Ill
Outboard Marine Corp. Engines & Equipment Div	600 Pershing Rd. Waukegan, Ill
Precise Imports Corp	32 W 20, New York, NY
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Vaughan's Seed Co	601 W Jackson Blvd. Chicago 6, Ill
Wood Shovel & Tool Co	Piqua, Ohio

CUTTERS & WHIPS, *GRASS*

Ames Co., O.	Box 1580, Parkersburg, W Va
Baker & Co. Inc., H.	101 Duane St. New York, NY
Gardex Inc	500 N Carroll Ave. Michigan City, Ind
H-P Tool Mfg. Corp	124-134 E Cumberland St. Philadelphia 25, P.

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

North Wayne Tool & Die Co	39 Waterville Rd. Oakland, Me
True Temper Corp	1623 Euclid Ave. Cleveland 15, Ohio
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
Vaughan's Seed Co	601 W Jackson Blvd. Chicago 6, Ill
Wood Shovel & Tool Co	Piqua, Ohio

CUTTERS, *WEED*

Ames Co., O.	Box 1580, Parkersburg, W Va
Ashe-Houston Co	Box 307, Glenbrook, Conn
Baker & Co. Inc., H.	101 Duane St. New York, NY
Comet Industries	801 Elm Pl. Richmond, Ind
Gardex Inc	500 N Carroll Ave. Michigan City, Ind
H-P Tool Mfg. Corp	124-134 E Cumberland St. Philadelphia 25, Pa
Hoffco Inc.	411 N 8th St. Richmond, Ind
North Wayne Tool & Die Co	39 Waterville Rd. Oakland, Me
Rocklin Mfg. Co	Sioux City, Iowa
Sensation Mower Inc	7577 Burlington, Ralston, Neb
True Temper Corp	1623 Euclid Ave. Cleveland 15, Ohio
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Wood Shovel & Tool Co	Piqua, Ohio

EDGERS

Allegretti & Co	7232 Fulton Ave. N Hollywood, Cal
Ames Co., O.	Box 1580, Parkersburg, W Va
Animal Trap Co	Front & Locust Sts. Lititz, Pa
Baker & Co. Inc., H.	101 Duane St. New York, NY
Diamond Products Co	4178 Union Pacific Ave. Los Angeles, Cal
Edge-Rite Corp	Box 712, Brownwood, Tex
Erie Mop & Wringer Co	71 Shenango St. Girard, Pa
Eska Co. Inc., The	100 W 2nd St. Dubuque, Iowa
Gardex Inc	500 N Carroll Ave. Michigan City, Ind
H-P Tool Mfg. Corp	124-134 E Cumberland St. Philadelphia 25, Pa
Jodor Mfg. & Sales Corp	62 Centre St. Newark 2, NJ
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
North Wayne Tool & Die Co	39 Waterville Rd. Oakland, Me
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Outboard Marine Corp. Engines & Equipment Div	600 Pershing Rd. Waukegan, Ill
Proctor-Silex Corp	700 W Tabor Rd. Philadelphia 10, Pa
Rocklin Mfg. Co	Sioux City, Iowa
Sensation Mower Inc	7577 Burlington, Ralston, Neb
Skil Corp	5033 Elston Ave. Chicago 30, Ill
True Temper Corp	1623 Euclid Ave. Cleveland 15, Ohio
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Wood Shovel & Tool Co	Piqua, Ohio
Yuba Power Products Inc	800 Evans St. Cincinnati 4, Ohio

EDGER-TRIMMERS

Aluminum Hardwares Inc	Harrison St. & Circle Ave. Forest Park, Ill
American Lawn Mower Co	Muncie, Ind
Ames Co., O.	Box 1580, Parkersburg, W Va
Atlas Tool & Mfg. Co	5147 Natural Bridge Blvd. St Louis 15, Mo
Baker & Co. Inc., H.	101 Duane St. New York, NY
Dille & McGuire Mfg. Co	Richmond, Ind
Edge-Rite Corp	Box 712, Brownwood, Tex
Eska Co. Inc., The	100 W 2nd St. Dubuque, Iowa
Gardex Inc	500 N Carroll Ave. Michigan City, Ind
H-P Tool Mfg. Corp	124-134 E Cumberland St. Philadelphia 25, Pa
North Wayne Tool & Die Co	39 Waterville Rd. Oakland, Me
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Outboard Marine Corp. Engines & Equipment Div	600 Pershing Rd. Waukegan, Ill
Pennsylvania Power Mower	929 Connecticut Ave. Bridgeport 2, Conn
Proctor-Silex Corp	700 W Tabor Rd. Philadelphia 10, Pa
Rocklin Mfg. Co	Sioux City, Iowa
Skil Corp	5033 Elston Ave. Chicago 30, Ill
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Yuba Power Products Inc	800 Evans St. Cincinnati 4, Ohio

FORKS, *GARDEN*

Ames Co., O.	Box 1580, Parkersburg, W Va
Ashe-Houston Co	Box 307, Glenbrook, Conn
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Gardex Inc	500 N Carroll Ave. Michigan City, Ind
Miltenberg Inc., E.	43 Great Jones St. New York 12, NY
Schaerf Co., Henry C.	2040 - 21st Dr. Brooklyn 14, NY
True Temper Corp	1623 Euclid Ave. Cleveland 15, Ohio
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Wood Shovel & Tool Co	Piqua, Ohio
Yeomen & Co	Box 30, Monticello, Iowa

GLIDERS

Acme Awning & Tent Co	3964 30th St. San Diego 4, Cal
American-Acme Co	Emigsville, Pa
Channel Master Corp	Ellenville, NY
Goshen Mfg. Co. Inc., The	10th & Reynolds Sts. Goshen, Ind
Hettrick Mfg. Company, The	1401 Summit St. Toledo, Ohio
Kraus Co., The Walter S.	48-02 43rd St. Woodside 77, NY
Salmanson & Co. Inc	295 5th Ave. New York 16, NY
Telescope Folding Furniture Co. Inc., The	Church St. Granville, NY
American Cushion-Tropical Sun Co	801 W Whittier Blvd. Whittier, Cal
Troy Sunshade Co	612 Grant St. Troy, Ohio
Vandy-Craft	14105-1712 Merchandise Mart, Chicago, Ill

GRASS CATCHERS, *LAWN MOWER*

Destruxol Corp. Ltd	495 S Arroyo Pkwy. Pasadena, Cal
Eska Co. Inc., The	100 W 2nd St. Dubuque, Iowa
Great Lakes Tractor Co., The	Rock Creek, Ohio
Outboard Marine Corp. Engines & Equipment Div	600 Pershing Rd. Waukegan, Ill
Sensation Mower Inc	7577 Burlington, Ralston, Neb
Specialty Mfg. Co., The	2356 University Ave. St Paul 14, Minn

HAMMOCKS

Acme Awning & Tent Co	3964 30th St. San Diego 4, Cal
Algoma Net Co	310-4th St. Algoma, Wis
McArthur & Sons Inc., Geo.	Baraboo, Wis
Mexican Products Co	Box 506, Laredo, Tex
American Cushion-Tropical Sun Co	801 W Whittier Blvd. Whittier, Cal

HANGERS, *GARDEN HOSE*

A K Electric Corp	231 Front St. Brooklyn 1, NY
Ames Co., O.	Box 1580, Parkersburg, W Va
Arlen Industries Inc	444 12th St. Brooklyn 15, NY
Carlisle Mfg. Co	109 Meeker St Newark 8, NJ
Central Stamping & Mfg. Co	900 S Division St. Polo, Ill
Elibee Mfg. Co	609 Bellair Ave. Vineland, NJ
Francis Co., A. W.	787 N Center, Somerset, Pa
Kent Plastics Inc	830 Monroe St. Hoboken, NJ
Levitz, Harry	1150 Broadway, New York 1, NY
Metal Stampings Inc	69 Hammond St. Worcester 10, Mass
S-B Mfg. Co	11320 Watertown Plank Rd. Milwaukee 13, Wis
Specialty Mfg. Co., The	2356 University Ave. St Paul 14, Minn
Vaughan's Seed Co	601 W Jackson Blvd. Chicago 6, Ill

HANGERS, *TOOL*

Arlen Industries Inc	444 12th St. Brooklyn 15, NY
Carlisle Mfg. Co	109 Meeker St, Newark 8, NJ
Jeb-Rod Corp	1950 N Ruby St. Melrose Park, Ill
Larson Co., Charles O.	Box 358, Sterling, Ill
Levitz, Harry	1150 Broadway, New York 1, NY
Pask Mfg. Co	12 Maple Ave. Haverstraw, NY
Platt & Co., Arthur I.	24 Coolidge Ct. Fairfield, Conn
Sanders & Co., Ray	Box 5246, Pasadena, Cal

Lawn and Garden Equipment

HOES. *ALL TYPES*

Ames Co., O.	Box 1580, Parkersburg, W Va
Animal Trap Co	Front & Locust Sts. Lititz, Pa
Diamond Products Co	4178 Union Pacific Ave. Los Angeles, Cal
Erie Mop & Wringer Co	71 Shenango St. Girard, Pa
Gardex Inc	500 N Carroll Ave. Michigan City, Ind
Hancock & Ross Mfg. Inc	135 S 2nd St. Philadelphia 6, Pa
Jodor Mfg. & Sales Corp	62 Centre St. Newark 2, NJ
Schaerf Co., Henry C.	2040 - 21st Dr. Brooklyn 14, NY
True Temper Corp	1623 Euclid Ave. Cleveland 15, Ohio
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Wood Shovel & Tool Co	Piqua, Ohio
Yeoman & Co	Box 30, Monticello, Iowa

HOSES. *GARDEN*
1. PLASTIC
2. RUBBER

A K Electric Corp., 1	231 Front St. Brooklyn 1, NY
American Biltrite Rubber Co., 1-2	Box 1071, Boston 3, Mass
Commonwealth Plastics Corp., 1	98 Adams St. Leominster, Mass
Gates Rubber Co., The, 1-2	999 S Broadway, Denver 17, Colo
Gering Plastics Div. Studebaker-Packard Corp., 1	N 7th St. Kenilworth, NJ
Goodrich Industrial Products Co., B.F., 1-2	500 S Main St. Akron 18, Ohio
Industrial Plastic Co., 1	216 Tingley Ln. Metuchen, NJ
Kent Plastics Inc., 1	830 Monroe St. Hoboken, NJ
Lee Rubber & Tire Corp., 1-2	Conshohocken, Pa
Macklanburg-Duncan Co., 1	Box 1197, Oklahoma City, Okla
Pearless Hose Co., 1	St James, NY
Roseberg Bros., 1	100 Landing Ave. Smithtown, NY
Schacht Rubber Mfg. Co. Inc., 1	238 Polk St. Huntington, Ind
Supplex Corp. Div. of American Hard Rubber Co., 1-2	225 North Ave. Garwood, NJ
Swan Rubber Co., 1-2	Bucyrus, Ohio
Vaughan's Seed Co., 1-2	601 W Jackson Blvd. Chicago 6, Ill

HOSES. *SOAKING*

American Biltrite Rubber Co	Box 1071, Boston 3, Mass
Colorite Plastics Inc	50 California Ave. Paterson 3, NJ
Gates Rubber Co., The	999 S Broadway, Denver 17, Colo
Gering Plastics Div. Studebaker-Packard Corp	N 7th St. Kenilworth, NJ
Kent Plastics Inc	830 Monroe St. Hoboken, NJ
Rain Drain Inc	116 Commercial St. Bangor, Wis
Schacht Rubber Mfg. Co. Inc	238 Polk St. Huntington, Ind
Supplex Corp. Div. of American Hard Rubber Co	225 North Ave. Garwood, NJ
Swan Rubber Co.	Bucyrus, Ohio
Vaughan's Seed Co	601 W Jackson Blvd. Chicago 6, Ill

HOSES. *SPRINKLING*

American Biltrite Rubber Co	Box 1071, Boston 3, Mass
Andrews Co., A. M.	4621 SW Beaverton Hwy, Portland 1, Ore
Colorite Plastics Inc	50 California Ave. Paterson 3, NJ
Commonwealth Plastics Corp	98 Adams St. Leominster, Mass
Gates Rubber Co., The	99 S Broadway, Denver 17, Colo
Gering Plastics Div. Studebaker-Packard Corp	N 7th St. Kenilworth, NJ
Kent Plastics Inc	830 Monroe St. Hoboken, NJ
Peerless Hose Co	St James, NY
Roseberg Bros	100 Landing Ave. Smithtown, NY
Supplex Corp. Div. of American Hard Rubber Co	225 North Ave. Garwood, NJ
Swan Rubber Co.	Bucyrus, Ohio
Vaughan's Seed Co	601 W Jackson Blvd. Chicago 6, Ill

LANTERNS. *GARDEN & PATIO*

American Import Co., The	1167 Mission St. San Francisco 3, Cal
Andrews Co., A. M.	4621 SW Beaverton Hwy, Portland 1, Ore
Baruch Petrankar Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Detjen Corp. Insectocutor Div	Pleasant Valley, NY
Dundee Aluminum Products	7521 Intervale, Detroit, Mich
Electro-Lads Mfg. Co	Box 2262, Dearborn, Mich
Empire Mfg. Co	1110 Grand Ave. Kansas City, Mo
Fabcraft Inc	Frenchtown, NJ
Harrison Oil Specialties Inc	Box 5585, Milwauke 11, Wis
Keystone Lamp Mfg. Corp	230 5th Ave. New York 1, NY
Kupfer Inc., Julius	79-10 Albion Ave. Elmhurst 73, NY
Levitz, Harry	1150 Broadway, New York 1, NY
Metalcraft Mfg. Corp	Bent & Potomac Sts. St Louis 16, Mo
Mexican Products Co	Box 506, Laredo, Tex
Miltenberg Inc., E.	43 Great Jones St. New York 12, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Patio Products Inc	275 Jefferson St. Newark 5, NJ
Patio Supply Co	1315 Rainier Ave. Seattle, Wash
Rab Electric Mfg. Co. Inc	605 E 132nd St. New York 54, NY
Star-A Electric Mfg. Co. Inc	41 Varick Ave. Brooklyn 37, NY
Thomas Co. Inc., The	21-21 41st Ave. Long Island, NY

LAWN MOWERS. *HAND*

American Lawn Mower Co	Muncie, Ind
Dille & McGuire Mfg. Co	Richmond, Ind
Eska Co. Inc., The	100 W 2nd St. Dubuque, Iowa
Follows & Bate Ltd	Sunnyhill Ave. Derby, Eng
Middleman, Al	1834 Broadway, New York 23, NY
Pennsylvania Power Mower	929 Connecticut Ave. Bridgeport 2, Conn
Southland Mower Co. Inc	29 N Division St. Selma, Ala
Sunbeam Corp	5600 Roosevelt Rd. Chicago 50, Ill
Tru-Cut Tool Co	14236 Birwood Ave. Detroit 38, Mich

NOZZLES, *GARDEN HOSE*

Allen Mfg. Co., W. D.	650 S 25th Ave. Bellwood, Ill
American Import Co., The	1167 Mission St. San Francisco 3, Cal
Barco Mfg. Co. Inc	119 Dewey St. Worcester 10, Mass
Bernz Co. Inc., Otto, Green Spot Div	Driving Pk. & Romona, Rochester 13, NY
Beta Fog Nozzle Inc	309 Wells St. Greenfield, Mass
Everain Inc	Rutherford, NJ
Francis Co., A. W.	787 N Center, Somerset, Pa
Goodrich Industrial Products Co., B.F.	500 S Main St. Akron 18, Ohio
Kent Plastics Inc	830 Monroe St. Hoboken, NJ
Lafayette Brass Co. Inc	409 Lafayette St. New York 3, NY
Mark Mfg. Co. Inc	Owosso, Mich
Melnor Industries Inc	Carol Pl. Moorecais, NJ
Miltenberg Inc., E.	43 Great Jones St. New York 12, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Sanders & Co., Ray	Box 5246, Pasadena, Cal
Schaerf Co., Henry C.	2040 - 21st Dr. Brooklyn 14, NY
Sherman Mfg. Co., H. B.	22 Barney St. Battle Creek, Mich
Sunbeam Corp	5600 Roosevelt Rd. Chicago 50, Ill
Vichek Tool Co	3001 E 87th St. Cleveland 4, Ohio
Wrightway Engineering Co	339-41 W 112th Pl. Chicago 28, Ill

ORNAMENTS. *GARDEN*

Adams Co., The	100 E 4th St. Dubuque, Iowa
Aluminum Hardwares Inc	Harrison St. & Circle Ave. Forest Park, Ill
American Import Co., The	1167 Mission St. San Francisco 3, Cal
Arlan Industries Inc	444 12th St. Brooklyn 15, NY
Artcrete Products Co	Eagle & Lawrence Rds. Havertown, Pa
Better Bilt Products	Addison, Ill
Carlisle Mfg. Co	109 Meeker St. Newark 8, NJ
Colonial Brass Co	Vine St. Middleboro, Mass
Duncan-Morris Co	48 N Valley St. Akron 3, Ohio
Edward Co., Bernard	5252 S Kolmar, Chicago, Ill
Hy-Ko Products Co	6813 Wade Park Ave. Cleveland 3, Ohio
Klay Kraft Pottery Co	Box 296, Milford, Neb
Levitz, Harry	1150 Broadway, New York 1, NY
Mark Mfg. Co. Inc	Owosso, Mich
Mexican Products Co	Box 506, Laredo, Tex
Milwaukee Wire Frame Co	1570 1st St. Milwaukee 4, Wis
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Patio Products Inc	275 Jefferson St. Newark 5, NJ
Republic Fastener Products Corp	216 Midland Ave. Saddle Brook, NJ
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Sanders & Co., Ray	Box 5245, Pasadena, Cal
Sun Kween Corp	111 Cole St. Dallas 7, Tex
Tennessee Fabricating Co	1490 Grimes St. Memphis 6, Tenn
Vandy-Craft	14105-1712 Merchandise Mart, Chicago, Ill
Victory Artwares Co	220 5th Ave. New York, NY

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Wolfcrest Products	Johnson Rd. Michigan City, Ind
Wright Inc., John	5106 Edmondson Ave. Baltimore 29, Md

PERFORATORS, *LAWN*

Central Stamping & Mfg. Co	900 S Division St. Polo, Ill
Daniels, Ross, Inc	115 SW 8th St. Des Moines 9, Iowa
Jodor Mfg. & Sales Corp	62 Centre St. Newark 2, NJ
Miltenberg Inc., E.	43 Great Jones St. NewYork 12, NY
Proen Products Co	9th & Grayson Sts. Berkeley 10, Cal

PITCHFORKS

Ames Co., O.	Box 1580, Parkersburg, W Va
True Temper Corp	1623 Euclid Ave. Cleveland 15, Ohio
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Wood Shovel & Tool Co	Piqua, Ohio

PRUNERS, *TREE*

1. *HAND*
2. *EXTENSION*

Ames Co., O., 1	Box 1580, Parkersburg, W Va
Ashe-Houston Co., 1	Box 307, Glenbrook, Conn
Boker & Co. Inc., H., 1	101 Duane St. New York, NY
Coleman Tree Pruners, 1	Tioga Center, New York, NY
H-P Tool Mfg. Corp., 1	124-134 E Cumberland St. Philadelphia 25, Pa
Midwest Tool & Cutlery Co., 1	Sturgis, Mich
Miltenberg Inc., E., 1	43 Great Jones St. New York 12, NY
Porter Inc., H. K., 1-2	74 Foley St. Somerville 43, Mass
Schaerf Co., Henry C., 1	2040 - 21st Dr. Brooklyn 14, NY
Smith & Son Inc., Seymour, 1-2	Oakville, Conn
Stanley Tools, Div. of The Stanley Works, 1	111 Elm St. New Britain, Conn
True Temper Corp., 1-2	1623 Euclid Ave. Cleveland 15, Ohio
Vaughan's Seed Co	601 W Jackson Blvd. Chicago 6, Ill
Village Blacksmith Div. General Metals Corp., 1-2	Watertown, Wis
Wiss & Sons Co., J., 1	33 Littleton Ave. Newark 7, NJ

RAKES

1. *BOW*
2. *SWEEP*
3. *LEAF & GRASS*

American Import Co., The, 3	1167 Mission St. San Francisco 3, Cal
Ames Co., O., 1-2-3	Box 1580, Parkersburg, W Va
Bamboo & Rattan Works Inc., 3	901 Jefferson St. Hoboken, NJ
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Beh Housewares Corp., 3	1150 Broadway, New York, NY
Campro Product Inc., 3	3131 Alliance Rd. NE, Canton 1, Ohio
Destruxol Corp. Ltd., 3	495 S Arroyo Pkwy. Pasadena, Cal
Diamond Products Co., 1-3	4178 Union Pacific Ave. Los Angeles, Cal
Du-All Mfg. Co., The, 3	111 N Eagle St. Geneva, Ohio
Flat Steel Mfg. Co., 3	4330 Fyler Ave. St Louis 16, Mo
Gardex Inc., 1-2-3	500 N Carroll Ave. Michigan City, Ind
Jodor Mfg. & Sales Corp	62 Centre St. Newark 2, NJ
Kees Mfg. Co., F. D.	700 Park St. Beatrice, Neb
Lighthouse Industries of the New York Assoc. for the Blind, 2	36-20 Northern Blvd. Long Island City, NY
Maus Inc., George H. (Importers), 3	25 Hamilton St. Amsterdam, NY
McHutchison & Co., 3	695 Grand Ave. Ridgefield, NJ
Miltenberg Inc., E., 2	43 Great Jones St. NewYork 12, NY
Novel-Craft Mfg. Co., 3	58 E 11 St. New York, NY
Ross Products Co	1107 Broadway, NewYork, NY
Rugg Mfg. Co., 2-3	Newton St. Greenfield, Mass
Schaerf Co., Henry C., 1	2040 - 21st Dr. Brooklyn 14, NY
True Temper Corp., 1-2-3	1623 Euclid Ave. Cleveland 15, Ohio
Union Fork & Hoe Co., The, 1-2-3	500 Dublin Ave. Columbus 15, Ohio
U. S. Steel Products Div. U. S. Steel Corp., 1-2-3	5100 Santa Fe Ave. Los Angeles 58, Cal
Wood Shovel & Tool Co., 1-2-3	Piqua, Ohio
Yeoman & Co., 1-3	Box 30, Monticello, Iowa

REELS, *GARDEN HOSE*

Adams Co., The	100 E 4th St. Dubuque, Iowa
Allen Mfg. Co., W. O.	650 S 25th Ave. Bellwood, Ill
Ames Co., O.	Box 1580, Parkersburg, W Va
Benjamin Reel Products Inc	10700-10710 Broadway, Cleveland 25, Ohio
Carlisle Mfg. Co.	108 Meeker St. Newark 8, NJ
Central Stamping & Mfg. Co	900 S Division St. Polo, Ill
Ellbee Mfg. Co.	609 Bellair Ave. Vineland, NJ
Levitz, Harry	1150 Broadway, New York 1, NY
Metal Stampings Inc	69 Hammond St. Worcester 10, Mass
Salem Tool Co	767 S Ellsworth Ave. Salem, Ohio
Specialty Mfg. Co., The	2356 University Ave. St Paul 14, Minn
Vaughan's Seed Co	601 W Jackson Blvd. Chicago 6, Ill
Wirt & Knox Mfg. Co	23 & York St. Philadelphia, Pa

ROLLERS

Great Lakes Tractor Co., The	Rock Creek, Ohio
Jackson Mfg. Co	Harrisburg, Pa

SAWS, *PRUNING*

Eska Co. Inc., The	100 W 2nd St. Dubuque, Iowa
Miltenberg Inc., E.	43 Great Jones St. New York 12, NY
Schaerf Co., Henry C.	2040 - 21st Dr. Brooklyn 14, NY
Smith & Son Inc., Seymour	Oakville, Conn

SHEARS, *NON-POWERED*

1. *GRASS*
2. *HEDGE*

Ames Co., O., 1-2	Box 1580, Parkersburg, W Va
Ashe-Houston Co., 1-2	Box 307, Glenbrook, Conn
Boker & Co. Inc., H., 1-2	101 Duane St. New York, NY
Case Shear Corp	Nashville, Ark
Clauss Cutlery Co	223 N Prospect Pl. Fremont, Ohio
Destruxol Corp. Ltd., 1	495 S Arroyo Pkwy. Pasadena, Cal
H-P Tool Mfg. Corp., 1-2	124-134 E Cumberland St. Philadelphia 25, Pa
Hi-Test Premier Products Inc., 1	361 Broadway, New York 13, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Midwest Tool & Cutlery Co., 1	Sturgis, Mich
Miltenberg Inc., E., 1-2	43 Great Jones St. New York 12, NY
Ross Products Co	1107 Broadway, New York, NY
Schaerf Co., Henry C., 2	2040 - 21st Dr. Brooklyn 14, NY
Smith & Son Inc., Seymour, 1-2	Oakville, Conn
Stanley Tools, Div. of The Stanley Works, 1-2	111 Elm St. New Britain, Conn
True Temper Corp., 1-2	1623 Euclid Ave. Cleveland 15, Ohio
Vaughan's Seed Co., 1	601 W Jackson Blvd. Chicago 6, Ill
Village Blacksmith Div. General Metals Corp., 1-2	Watertown, Wis
Wiss & Sons Co., J., 1-2	33 Littleton Ave. Newark 7, NJ

SICKLES & SCYTHES

Boker & Co. Inc., H.	101 Duane St. New York, NY
H-P Tool Mfg. Corp.	124-134 E Cumberland St. Philadelphia 25, Pa
North Wayne Tool & Die Co	39 Waterville Rd. Oakland, Me
True Temper Corp	1623 Euclid Ave. Cleveland 15, Ohio
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
Village Blacksmith Div. General Metals Corp	Watertown, Wis

SPADES & SHOVELS

Ames Co., O.	Box 1580, Parkersburg, W Va
Gardex Inc	500 N Carroll Ave. Michigan City, Inc
Jodor Mfg. & Sales Corp	62 Centre St. Newark 2, NJ
Miltenberg Inc., E.	43 Great Jones St. New York 12, NY
Ross Products Co	1107 Broadway, New York, NY
Schaerf Co., Henry C.	2040 - 21st Dr. Brooklyn 14, NY
True Temper Corp	1623 Euclid Ave. Cleveland 15, Ohio
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Wood Shovel & Tool Co	Piqua, Ohio
Yeoman & Co.	Box 30, Monticello, Iowa

Lawn and Garden Equipment

SPRAYERS

1. *CART*
2. *HAND*
2. *HOSE ATTCHMT.*

Air Control Products Inc., 1-2-3	Coopersville, Mich
Barco Mfg. Co. Inc., 2-3	119 Dewey St. Worcester 10, Mass
Bete Fog Nozzle Inc	309 Wells St. Greenfield, Mass
Bradson Co., The, 3	2165 Kurtz, San Diego, Cal
Burgess Vibrocrafters Inc	Grayslake, Ill
Capson Mfg. Co., 2	1958-1966 N Wilmot Ave. Chicago 47, Ill
Champions Sprayer Co., 1-2	6509 Heintz Ave. Detroit 11, Mich
Chapin Mfg. Works Inc., R. E. 1-2-3	29 Liberty St. Batavia, NY
Commonwealth Plastics Corp., 3	98 Adams St. Leominster, Mass
David Sales & Mfg. Co., 2	4001 Galloway, Sandusky, Ohio
Everain Inc., 3	Rutherford, NJ
Hayes Spray Gun Co., 3	98 N San Gabriel Blvd. Pasadena, Cal
Hudson Mfg. Co., H. D., 1-2-3	589 E Illinois St. Chicago 11, Ill
Jackson Mfg. Co., 1	Harrisburg, Pa
Leigh Building Products Div. Air Control Prods. Inc., 1-2-3	Coopersville, Mich
Novel-Craft Mfg. Co., 3	58 E 11 St. New York, NY
Proen Products Co., 3	9th & Grayson Sts. Berkeley 10, Cal
Ronor Eng. Div. of The Engine Parts Mfg. Co., 1-2	1360 W 9th St. Cleveland 13, Ohio
Root-Lowell Corp., 1-2	445 N Lake Shore Dr. Chicago 11, Ill
Specialty Mfg. Co., The, 3	2356 University Ave. St Paul 14, Minn
Standard Container Inc., 2	484 Bloomfield Ave. Montclair, NJ
Union Carbide Consumer Products Co., 2	270 Park Ave. New York 17, NY
Universal Metal Products Co., 1-2-3	458 Main St. Saranac, Mich
Vaughan's Seed Co., 2-3	601 W Jackson Blvd. Chicago 6, Ill
Witt Mfg. Co., 3	3235 George St. LaCrosse, Wis

SPREADERS

A T K Mfg. Co	14236 Birwood Ave. Detroit 38, Mich
Central Stamping & Mfg. Co	900 S Division St. Polo, Ill
Destruxol Corp. Ltd	495 S Arroyo Pkwy. Pasadena, Cal
Foxcraft Prods.	Box 128, Huntingdon Valley, Pa
Great Lakes Tractor Co., The	Rock Creek, Ohio
Jackson Mfg. Co	Harrisburg, Pa
Precision Products Inc.	2415 Grand Ave. Springfield, Ill
Proen Products Co	9th & Grayson Sts. Berkeley 10, Cal
Salem Tool Co	767 S Ellsworth Ave. Salem, Ohio
Schneider Metal Mfg. Co	1805 S 55th Ave. Chicago 50, Ill
Vaughan's Seed Co	601 W Jackson Blvd. Chicago 6, Ill

SPRINKLERS

1. *FIXED*
2. *OSCILLATING*
3. *OSCILLATING ADJUSTABLE*
4. *ROTATING*
5. *ROTATING ADJUSTABLE*

Allen Mfg. Co., W.D., 1-2-3-4-5	650 S 25th Ave. Bellwood, Ill
Avon Mfg. Co. Inc., 3-4	119 Dewey St. Worcester 10, Mass
Artmoore Co., 1	1255 N 6th St. Milwaukee 12, Wis
Barco Mfg. Co. Inc., 2-3-4	119 Dewey St. Worcester 10, Mass
Bernz Co. Inc., Otto, Green Spot Div., 1-2-3-4-5	Driving Pk. & Romona, Rochester 13, NY
Bete Fog Nozzle Inc	309 Wells St. Greenfield, Mass
Burton Mfg. Co	222 Vine St. Middlefield, Ohio
Campbell Irrigation Co., 3-4	Egg Harbor Rd. & Maple Ave. Woodbury, NJ
Commonwealth Plastics Corp., 1	98 Adams St. Leominster, Mass
Dayton Irrigation Co., 1-2-3-4-5	263 High St. Dayton 3, Ohio
Destruxol Corp. Ltd., 1	495 S Arroyo Pkwy. Pasadena, Cal
Double Rotary Sprinkler Co., 4-5	422 Admiral Blvd. Kansas City 6, Mo
Dover Stamping Co	427 Plymouth Ave. Fall River, Mass
Everain Inc., 1-2-3-4-5	Rutherford, NJ
Francis Co., A. W., 1-4	787 N Center, Somerset, Pa
Hubbard Mfg. Co. Div. KSTP, 1-2-3-4	2668 Territorial Rd. St Paul 14, Minn
Kees Mfg. Co., F. D., 4	700 Park St. Beatrice, Neb
Kent Plastics Inc., 1-2-3-4-5	830 Monroe St. Hoboken, NJ
Lafayette Brass Co. Inc., 2-3-4-5	409 Lafayette St. New York 3, NY
Masterbuilt Products Corp., 6	325 S Walnut St. South Bend, Ind
McBurney Co., A. D., 1	5908 Hollywood Blvd. Hollywood 28, Cal
Melnor Industries Inc	Carol Pl. Moonachie, NJ
Park Sprinkler Mfg. Co., 1-4	Box 6368, Jacksonville 5, Fla
Proen Products Co., 4-5	9th & Grayson Sts. Berkeley 10, Cal
Sherman Mfg. Co., H. B., 1-2-3-4-5	27 Barney St. Battle Creek, Mich
Sunbeam Corp., 3-5	5600 Roosevelt Rd. Chicago 50, Ill
Supplex Corp. Div. of American Hard Rubber Co., 1	225 North Ave. Garwood, NJ
Vaughan's Seed Co., 1-2-3-4	601 W Jackson Blvd. Chicago 6, Ill
Western Brass Works, 4-5	1440 N Spring St. Los Angeles 12, Cal
Wilson Plastics Inc., 1	432 Broadway St. Sandusky, Ohio
Yoder Mfg. Co., 1	1823 E-17th St. Little Rock, Ark

SWEEPERS

Brooklyn Fibre Broom Co. Inc	47 Dinsmore Pl. Brooklyn 8, NY
C & H Air Conditioning Fan Co. Inc	1591-1623 Dekalb Ave. NE, Atlanta 7, Ga
Lambert Incorporated	519 Hunter Ave. Dayton 4, Ohio
Precision Products Inc.	2415 Grand Ave. Springfield, Ill
Savage Arms Corp. Lawn Mower Div	Westfield, Mass

SWINGS

Acme Awning & Tent Co	3964 30th St. San Diego 4, Cal
American-Acme Co	Emigsville, Pa
Channel Master Corp	Ellenville, NY
Goshen Mfg. Co. Inc., The	10th & Reynolds Sts. Goshen, Ind
Shepard Engineering Co	115 Barton St. St Louis, Mo
American Cushion-Tropical Sun Co	801 W Whittier Blvd. Whittier, Cal
Tucker Duck & Rubber Co	515 Garrison Ave. Fort Smith, Ark

TABLES, *OUTDOOR*

Acme Awning & Tent Co	3964 30th St. San Diego 4, Cal
Airlite Aluminum Corp	Passaic Ave. & Belgrove Dr. Kearny, NJ
All-Luminum Products	36-37th Reed St. Philadelphia 45, Pa
Beh Housewares Corp	1150 Broadway, New York, NY
Birmingham Stove & Range Co	Box 2593, Birmingham 2, Ala
Charleston Industries Inc.	Stark Industrial Park, Charleston, SC
Clamage Mfg. Co., S. A.	10460 W 9 Mile Rd. Detroit 37, Mich
Cortland Furniture Co, Inc	460 Park Ave. S, New York 16, NY
Davis & Siehl Co., The	Box 78, Dept. HF, Cincinnati 23, Ohio
Dundee Aluminum Products	7521 Intervale, Detroit, Mich
Duralite Co. Inc.	1 Park Ave. New York, NY
Falco Products Co	1100 W York St. Philadelphia 33, Pa
Gerdau Co., The Otto	82 Wall St. New York 5, NY
Gold Medal Folding Furn. Co	1700 Packard Ave. Racine, Wis
Goshen Churn & Ladder Inc	Box 578, Goshen, Ind
Goshen Mfg. Co. Inc., The	10th & Reynolds Sts. Goshen, Ind
Hampden Specialty Products Corp.	295 5th Ave. New York, NY
Harris-Hub Co	666 Lake Shore Dr. Chicago 11, Ill
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Modern Spacemaster Product Inc.	55 Water Mill Ln. Great Neck, NY
Nu-Lite Products Inc	212 5th Ave. New York 10, NY
P.B.R. Mfg. Co	H & Luzerne Sts. Philadelphia 24, Pa
Patio Supply Co	1315 Rainier Ave. Seattle, Wash
Rocklin Mfg. Co.	Sioux City, Iowa
Salmanson & Co. Inc.	295 5th Ave. New York 16, NY
Telescope Folding Furniture Co. Inc., The	Church St. Granville, Ny
Tennessee Fabricating Co	1490 Grimes St. Memphis 6, Tenn
Trimble Products Inc	Southern Pines, NC
American Cushion-Tropical Sun Co	801 W Whittier Blvd. Whittier, Cal
Troy Sunshade Co	612 Grant St. Troy, Ohio
Vandy-Craft	14105-1712 Merchandise Mart, Chicago, Ill
Wood-Craft Manufacturers Inc	601-615 S Longwood St. Baltimore 23, Md
Woodenware Products Corp	122 N 7th St. St Louis 1, Mo

TOOLS, *GARDEN, HAND*

Ames Co., O.	Box 1580, Parkersburg, W Va
Animal Trap Co	Front & Locust Sts. Lititz, Pa
Arlen Industries Inc	444 12th St. Brooklyn 15, NY
Ashe-Houston Co.	Box 307, Glenbrook, Conn
Barclay Engineering Corp. Sprinkle Minder Div	1234 W Fulton St. Chicago 7, Ill
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Batlin & Son Inc., L.	49-51 W 23rd St. New York 10, NY
Boker & Co. Inc., H.	101 Duane St. New York, NY
Bonney Forge & Tool Works	2400 N Rockhill Rd. Alliance, Ohio
Capson Mfg. Co	1958-1966 N Wilmot Ave. Chicago 47, Ill
Cutlers Guild Ltd. Div. of Imperial Intl. Corp.	1776 Broadway, New York, NY
Damar Prods. Inc.	Damar Bldg. Elizabeth, NJ
David Sales & Mfg. Co	4001 Galloway, Sandusky, Ohio
Diamond Products Co	4178 Union Pacific Ave. Los Angeles, Cal

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Gardex Inc	500 N Carroll Ave. Michigan City, Ind
H-P Tool Mfg. Corp	124-134 E Cumberland St. Philadelphia 25, Pa
Hall Industries	407 S Dearborn St. Chicago 5, Ill
Jodor Mfg. & Sales Corp	62 Centre St. Newark 2, NJ
Kees Mfg. Co., F. D.	700 Park St. Beatrice, Neb
Lynchburg Planter Mfg. Co	1760 Park Ave. Lynchburg, Va
Melco Foundry & Mfg. Co	2021-25 W Ferdinand St. Chicago 12, Ill
Miltenberg Inc., E.	43 Great Jones St. New York 12, NY
Milwaukee Wire Frame Co	1570 1st St. Milwaukee 4, Wis
National Silver Co	241 5th Ave. New York 16, NY
Norcross & Sons Co., C. S.	Cor. Dean & Davis Sts. Bushnell, Ill
Penn-Champ Oil Corp	Butler, Pa
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Sanders & Co., Ray	Box 5246, Pasadena, Cal
Sprinkle Minder Div. Barclay Engineering Corp	1234 W Fulton St. Chicago 7, Ill
Stanley Tools, Div. of The Stanley Works	111 Elm St. New Britain, Conn
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Vaughan's Seed Co	601 W Jackson Blvd. Chicago 6, Ill
Village Blacksmith Div. General Metals Corp	Watertown, Wis
Wiss & Sons Co., J.	33 Littleton Ave. Newark 7, NJ
Wood Shovel & Tool Co	Piqua, Ohio
Yeoman & Co	Box 30, Monticello, Iowa

TRIMMERS

Allegretti & Co	7232 Fulton Ave. N Hollywood, Cal
Aluminum Hardwares Inc	Harrison St. & Circle Ave. Forest Park, Ill
Boker & Co. Inc., H.	101 Duane St. New York, NY
Capson Mfg. Co	1958-1966 N Wilmot Ave. Chicago 47, Ill
Oster Mfg. Co., John	5055 N Lydell Ave. Milwaukee 17, Wis
Porter Inc., H. K.	74 Foley St. Somerville 43, Mass
Proctor-Silex Corp	700 W Tabor Rd. Philadelphia 10, Pa
Ram Tool Corp	411 N Claremont Ave. Chicago 12, Ill
Skil Corp	5033 Elston Ave. Chicago 30, Ill
Smith & Son Inc., Seymour	Oakville, Conn
Sunbeam Corp	5600 Roosevelt Rd. Chicago 50, Ill
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
Wiss & Sons Co., J.	33 Littleton Ave. Newark 7, NJ

WATERING CAN & POTS

Carlisle Mfg. Co	109 Meeker St. Newark 8, NJ
Edward Co., Bernard	5252 S Kolmar, Chicago, Ill
Hutzler Mfg. Co	45-36 - 21st St. Long Island City 1, NY
Kees Mfg. Co., F. D.	700 Park St. Beatrice, Neb
Klein Max Inc	8915 North End, Ferndale 20, Mich
Reeves Steel & Mfg. Co. Div. of Empire-Reeves Steel Corp	Dover, Ohio
Rowe Plastics & Die Casting Co	2640 N Southport Ave. Chicago 14, Ill
Schlueter Mfg. Co	4700 Goodfellow, St Louis 20, Mo
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Vaughan's Seed Co	601 W Jackson Blvd. Chicago 6, Ill
Willis-Reynolds Sales Corp	139 E Easton Rd. Glenside, Pa
Wright Inc., John	5106 Edmondson Ave. Baltimore 29, Md

WEEDERS

Ashe-Houston Co	Box 307, Glenbrook, Conn
Coleman Tree Pruners	Tioga Center, New York, NY
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Diamond Products Co	4178 Union Pacific Ave. Los Angeles, Cal
Erie Mop & Wringer Co	71 Shenango St. Girard, Pa
Norcross & Sons Co., C. S.	Cor. Dean & Davis Sts. Bushnell, Ill
Precise Imports Corp	32 W 20, New York, NY
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Yeoman & Co	Box 30, Monticello, Iowa

WHEELBARROWS

Foxcraft Prods	Box 128, Huntingdon Valley, Pa
Jackson Mfg. Co	Harrisburg, Pa
Rocklin Mfg. Co	Sioux City, Iowa
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Vaughan's Seed Co	601 Jackson Blvd. Chicago 6, Ill
Wood Shovel & Tool Co	Piqua, Ohio

Non-Electric Housewares

AERATORS, *FAUCET*

Bonny Products Co	101 Park Ave. New York 17, NY
Melard Mfg. Corp	2926 White Plains Rd. New York 67, NY
Wrightway Engineering Co	339-41 W 112th Pl. Chicago 28, Ill

APRONS
1. BAR
2. BARBECUE

Ace Mfg. Co. Inc., 2	65 Chestnut St. Chalfont, Pa
Associated Bag & Apron Co., 1-2	901 W Huron St. Chicago 22, Ill
Bar & Barbeque, 2	1627 W 135th St. Gardena, Cal
Bel-Aire Products Co., 1-2	813 Johnston St. Akron 6, Ohio
Bemis Brother Bag Co	408 Pine St. St Louis 2, Mo
Blossom Mfg. Co. Inc., 1-2	2337 McDonald Ave. Brooklyn 23, NY
Blume Inc., S. J., 1	569 Broadway, New York 12, NY
Chaseline Div. of Chase Bag Co., 2	6427 W Capitol Dr. Milwaukee 16, Wis
Chemex Corp., 1	41 Murray St. New York 7, NY
Covermaster Mfg. Co., 2	1040 N Highland Ave. Los Angeles 38, Cal
Davar Products Inc., 1-2	15 W 26th St. New York 10, NY
Duro Housewares Inc., 1-2	2762-92 N Clybourn Ave. Chicago 14, Ill
Gilley Inc., 1	240 E 152nd St. Bronx 51, NY
Hamblin Mfg. Co. Inc., 1-2	28 Water St. Worcester 4, Mass
Holmen Co., The, 2	Main at 5th, Frisco, Tex
Holt-Howard Associates, 2	639 Canal St. Stamford, Conn
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Knobler & Co., Alfred E., 1-2	225 5th Ave. New York 10, NY
Langner Mfg. Co., 1-2	12 W 27th St. New York 1, NY
Leeds of California, 1-2	235 Westminster Ave. Venice, Cal
Lifetime Cutlery Corp., 1-2	54 Knickerbocker Ave. Brooklyn 37, NY
Lighthouse Industries of the New York Assoc. for the Blind, 2	36-20 Northern Blvd. Long Island City, NY
Mathew Products Co., Mary, 1-2	44 W 28th St. New York 1, NY
Mishan & Sons, E., 1-2	6 W 28th St. New York 1, NY

Non-Electric Housewares

Nu Chrome Sales Co., 1	1848 E Vernon Ave. Los Angeles 58, Cal
Parvin Mfg. Co., 1-2	1149 S San Pedro St. Los Angeles 15, Cal
Plastic Fabricators Inc	73 Wallace St. New Haven, Conn
Plastic Film Products Corp.	58 W Exchange St. Akron, Ohio
Postcraft Co., 2	1220 W 6th Ave. Cleveland 13, Ohio
Schiller & Asmus Inc., 1-2	1525 Mdse Mart, Chicago 54, Ill
Schwartz & Co. Inc., Chas., 1-2	1400 W Fulton, Chicago, Ill
Shafford Co., The, 2	225 5th Ave. New York 10, NY
Showeray Co., The	6 W 32nd St. New York 1, NY
Starcross Inc	Box 647, Easley, SC
Triangle Mfg. Co. Inc	286 5th Ave. New York 1, NY
Wolf Mfg. Co., 2	6101 W Washington Blvd. Culver City, Cal
Wood-Craft Manufacturers Inc., 1	601-615 S Longwood St. Baltimore 23, Md
Yorkville Craftsmen Inc., 1-2	York St. Guilford, Conn

BAGS

1. *CLOTHES, DAMPENING*
2. *CLOTHESPIN*
3. *GARMENT*
4. *LAUNDRY*
5. *PICNIC, INSULATED*
6. *PLASTIC*
7. *SHOE*
8. *SHOPPING*

Acme Awning & Tent Co., 1-2-4-6-7	3964 30th St. San Diego 4, Cal
Alger Creations, 4-6-7	69 N 6th St. Brooklyn 11, NY
Al-Ion Mfg. Co. Inc., 1-3-4-6-7	123-125-127 W Barre St. Baltimore, Md
Almont Mfg. Co., 1-3-6-7	36 Whittier St. Roxbury, Mass
American Artplex Inc., 5-6-8	2121 Broadway, New York 23, NY
American Import Co., The, 8	1167 Mission St. San Francisco 3, Cal
American Textile Corp., 1-3-6	49th & Harrison Sts. Pittsburgh, Pa
Associated Bag & Apron Co., 1-2-3-4-6-7-8	901 W Huron St. Chicago 22, Ill
Associated Sales & Bag Co., 4	605 S 1st St. Milwaukee 4, Wis
Atlas Textile Prods., 2-4	611 N 19th St. Philadelphia 30, Pa
Bel-Aire Products Co., 1-2-3-4-6-7	813 Johnston St. Akron 6, Ohio
Bemis Brother Bag Co., 4-6	408 Pine St. St Louis 2, Mo
Blossom Mfg. Co. Inc., 1-2-3-4-5-6-7-8	2337 McDonald Ave. Brooklyn 23, NY
Boland Mfg. Co., 1-3-6	3 & Johnson St. Winona, Minn
Bristol Industries, 1	Box 4004, Milwaukee, Wis
Cal-Dak Co. The, 4	2525 Military Ave. Los Angeles 64, Cal
Carlan Products Inc., 3-7	1650 Coney Island Ave. Brooklyn 30, NY
Chaseline Div. of Chase Bag Co., 1-2-4	6427 W Capitol Dr. Milwaukee 16, Wis
Covermaster Mfg. Co., 1-2-3-4-6-7-8	1040 N Highland Ave. Los Angeles 38, Cal
Craftmade Prods. Co. Div. Notion Accessories Mfrs., 1-4-7	286 5th Ave. New York, NY
Crown Mfg. Co., 2	3221 Elmwood Dr. Des Moines, Iowa
Crystalx Corp., 6	Lenni Mills, Pa
Duro Housewares Inc., 1-4	2762-92 N Clybourn Ave. Chicago 14, Ill
Esty Sales Co., 1-2-3-4-8	888 River Ave. New York 52, NY
Ever-Shine Polishing Cloth Co., 4-8	138 Grand St. New York 13, NY
Excello Ltd., 1-2-3-4-6-8	1400 W Fulton St. Chicago 7, Ill
Excello Baby Plate Co., 5	185 30th St. Brooklyn, NY
Fashioncraft Products, 1	185-30th St. Brooklyn 32, NY
Fremont Bags Co., 2-4-8	1480 Commonwealth Ave. Boston 35, Mass
General Textile Co	58-62 Colden St. Newark 3, NJ
Grand Bag & Paper Co., 8	2 South St. Mt. Vernon, NY
Hamilton-Skotch Corp., 5	295 5th Ave. New York 16, NY
Herman Products Inc., Edlen, 2	Jasper & Ontario Sts. Philadelphia 34, Pa
Holmon Co., The, 4	Main at 5th, Frisco, Tex
Homart Corp., 3-4-6-7	31 W 21st St. New York, NY
Jaffe Mfg. Co., F. H., 6	1036 W Van Buren, Chicago 7, Ill
Jo-Do Specialty Co. Inc., 6-7	389 5th Ave. New York 16, NY
Knobler & Co., Alfred E., 5	225 5th Ave. New York 10, NY
KORDITE CO. DIV. OF NATIONAL DIST. & CHEM. CO., 3-6, Adv Pg 67	Macedon, NY
Leipzig Co., A., 8	18 W 27th St. New York 1, NY
Lighthouse Industries of the New York Assoc. for the Blind, 2-7	36-20 Northern Blvd. Long Island City, NY
Lispenard Mfg. Corp., 5-6	128-32nd St. Brooklyn 12, NY
Lorch & Co. Inc., H., 4	288 Flushing Ave. Brooklyn 5, NY
Mathew Products Co., Mary, 2	44 W 28th St. New York 1, NY
Mehl Mfg. Co., 3-6	2057 Reading Rd. Cincinnati 2, Ohio
Meyer & Sons, W. F., 1-4	400 N Wells St. Chicago 10, Ill
Miller Inds. Inc., R. A., 2	1525 Marion St. Grand Haven, Mich
Mishan & Sons, E., 3-5-6-7-8	6 W 28th St. New York 1, NY
Modern Spacemaster Product Inc., 7	55 Water Mill Ln. Great Neck, NY
Nagler Mfg. Corp., 1-2-4-6-7-8	198 Sumner St. E Boston 28, Mass
Notion Accessories Mfrs., 1-4-7	286 5 Ave. New York, NY
Pal Novelty Co. Inc., 7	1741 Sheepshead Bay Rd. Brooklyn 35, NY
Parkway Plastics Inc	Stelton Rd. New Market, NJ
Plastic Fabricators Inc., 1-2-3-4-5-6-7-8	73 Wallace St. New Haven, Conn
Plastic Film Products Corp., 1	58 W Exchange St. Akron, Ohio
Plastic Specialties Co., 3	Box 1946, Memphis 1, Tenn
Postcraft Co., 1-6	1220 W 6th Ave. Clevaland 13, Ohio
Prepac Inc., 1-2-3-4-5-6-7-8	188 W 230th St. New York 63, NY
Princess House Div., 3-4-7	261 5th Ave. New York 16, NY
Quaker Industries, 4	2500 60th St. Kenosha, Wis
Quon-Quon Co., 5-8	1823 S Hope St. Los Angeles, Cal
Republic Molding Corp., 6	6467 N Avondale Ave. Chicago 31, Ill
Ross Products Co., 8	1107 Broadway, New York, NY
S & F Co., 2-4	Box 217, W Hartford 7, Conn
Schwartz & Co. Inc., Chas., 1-2-3-4-6	1400 W Fulton, Chicago, Ill
Showeray Co., The, 1-4-6	6 W 32nd St. New York 1, NY
Silvercraft Co. Inc., 7-8	164-170 A St. Boston 10, Mass
Simplex Textile Co., 4	4433 N Damen Ave. Chicago 25, Ill
Smith Co., Gilann B., 4	915 Broadway, New York 10, NY
Starcross Inc., 4	Box 647, Easley, SC
Thermo Fashion Corp., 5	193 32nd St. Brooklyn 32, NY
Triangle Mfg. Co. Inc., 1-3-4-6-7	286 5th Ave. New York 1, NY
Welmaid Products Inc., 1-2-4	1529 Armitage Ave. Chicago 22, Ill
Whitmor Mfg. Co., 1-3-6-7-8	303 Fifth Ave. New York 16, NY
Wickford Products Inc., 1-2-4-8	449 Broadway, New York 13, NY
Wilmart Product Corp., 1-2-3-4-5-6-7-8	50 Noble St. Brooklyn 22, NY
Wolf Mfg. Co., 1-2-4	6101 W Washington Blvd. Culver City, Cal

BAKERS, *BISCUIT & COOKIE*

Bonley Products Co. Inc	331 S Peoria St. Chicago 7, Ill
Kesco Mfg. Co	5646 S Kimbark Ave. Chicago 37, Ill
Northland Aluminum Products Inc	Hwy. #7 at Belt Line, Minneapolis 16, Minn
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Zachman & Co	5004 Wilson Ave. Chicago 30, Ill

BAKERS & OVENS, *TOP OF STOVE*

Carlisle Mfg. Co	109 Meeker St. Newark 8, NJ
Carlisle Mfg. Co	109 Meeker St. Newark 8, NJ
Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Master Specialty Products Mfg. Co	165 Nye Ave. Newark 8, NJ
RIVAL MFG. CO., Adv Pg 158	36th & Bennington, Kansas City 29, Mo
Royal Dru Inc	103 Erie St. Cambridge 39, Mass
Tricolator Mfg. Co	Bellmore, NY
Western Stoneware Co	Box 126, Monmouth, Ill

BAR EQUIPMENT: *See Item Desired*

BARBECUE CARTS

1. *BUILT-IN BLOWER*
2. *BUILT-IN CUTTING BOARD*
3. *BUILT-IN ELECTRIC LIGHTER*
4. *BUILT-IN ELECTRIC SPIT*
5. *BUILT-IN HOOD*

Bar-B-Bowl Div., Keystone Lamp Mfg. Corp., 2-4-5	230 5th Ave. New York 1, NY
Big Boy Mfg. Co	59 E Orange Grove Ave. Burbank, Cal
Covered Wagon Products Inc., 2-3	8605 Lincoln Ave. Morton Grove, Ill
Dearborn Stove Co., 2-5	1700 W Commerce, Dallas, Tex
Desert Ray Products Inc	201 International Rd. Garland, Tex
Glaser Products Corp., 2-4-5	912 N Market, St Louis 6, Mo
Manning-Bowman Div., McGraw-Edison Co., 2-4-5	2nd & Vine, Boonville, Mo
Marshallan Mfg. Co	1971 W 85 St. Cleveland 2, Ohio
McGraw-Edison Co. Bersted Mfg. Div., 2-4-5	2nd & Vine Sts. Boonville, Mo
Rocklin Mfg. Co	Sioux City, Iowa
Roto Broil Corp. of America, 4-5	33-00 Northern Blvd. Long Island City, NY
Stewart Industries Inc., 1-5	320 E St Joseph St. Indianapolis 2, Ind
Stor-All Corp	1715 W Florence Ave. Inglewood, Cal
Structo Mfg. Co	Freeport, Ill
Trade-Wind Div. Robbins & Myers Inc., 5	7755 Paramount Pl. Pico Rivera, Cal
Union Steel Product Co., 3-4-5	N Berrien St. Albion, Mich
Vandy-Craft	14105-1712 Merchandise Mart, Chicago, Ill
Wood-Craft Manufacturers Inc	601-615 S Longwood St. Baltimore 23, Md

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

BARBECUE GRILLS, *BUILT-IN*

1. FIREPLACE
2. KITCHEN

Alva Inds., Allen, 1	1001 N 3 St. Clinton, Mo
Big Boy Mfg. Co	59 E Orange Grove Ave. Burbank, Cal
Brener Co., W. S., 2	New Washington, Ohio
Char-Rock Corp., 1-2	1205 Olympic Blvd. Montebello, Cal
Covered Wagon Products Inc., 1-2	8605 Lincoln Ave. Morton Grove, Ill
Hardesty-Quittner Inc., 1	230 5th Ave. New York 1, NY
Hasty Bake Mfg. Co. Inc., 1-2	Box 7485, Tulsa, Okla
Kav-Townes Antenna Co., 1-2	Box 593, Rome, Ga
Outdoor Oven Fireplace Co., 1	850 Windsor St. Hartford 1, Conn
Patio Supply Co., 1-2	1315 Rainier Ave. Seattle, Wash
Phillips & Buttorff Corp., 1	813 12th Ave. N Nashville, Tenn
Shafford Co., The, 2	225 5th Ave. New York 10, NY
American Cushion-Tropical Sun Co., 1	801 W Whittier Blvd. Whittier, Cal

BARBECUE GRILLS, *FIREPLACE, REMOVABLE*

Adams Co., The	100 E 4th St. Dubuque, Iowa
Birmingham Stove & Range Co	Box 2593, Birmingham 2, Ala
Davies Mfg. Co	Pratt, Kan
Eclipse Metal Mfg. Corp	Main St. Eden, NY
Ellbee Mfg. Co	609 Bellair Ave. Vineland, NJ
Hamblin Mfg. Co. Inc	28 Water St. Worcester 4, Mass
Hamilton Equipment Corp	100 1st St. Brooklyn 31, NY
Hardesty-Quittner Inc	230 5th Ave. New York 1, NY
Howe Folding Furniture Inc	1 Park Ave. New York, NY
Johnson-Stuart Co	6124 Milwaukee Ave. Chicago 46, Ill
Kamkap Inc	1107 Broadway, New York 10, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Patio Products Inc	275 Jefferson St. Newark 5, NJ
Patio Supply Co	1315 Rainier Ave. Seattle, Wash
Prizer-Ware, Textile Machine Works	Box 1382, Reading, Pa
Sayres Crest Inc	2411 6th Ave. S, Seattle 4, Wash
Stor-All Corp	1715 W Florence Ave. Inglewood, Cal

BARBECUE GRILLS, *FREE-STANDING*

1. ADJUSTABLE GRILL
2. BUILT-IN BLOWER
3. BUILT-IN ELECTRIC LIGHTER
4. BUILT-IN EXTENSION TOP
5. WHEELS

Adams Co., The, 1	100 E 4th St. Dubuque, Iowa
Atlas Tool & Mfg. Co	5147 Natural Bridge Blvd. St Louis 15, Mo
Bar-B-Bowl Div., Keystone Lamp Mfg. Corp., 1-4-5	230 5th Ave. New York 1, NY
Big Boy Mfg. Co	59 E Orange Grove Ave. Burbank, Cal
Buffalo Forge Co., 2	490 Broadway, Buffalo 4, NY
Chattanooga Royal Co	1st & Delmar Sts. Chattanooga 6, Tenn
Chop-Rite Mfg. Co	880 Cross St. Pottstown, Pa
Clamage Mfg. Co., S. A.	10460 W 9 Mile Rd. Detroit 37, Mich
Crestline Corp	Raritan, NJ
Dearborn Stove Co., 1-5	1700 W Commerce, Dallas, Tex
Eclipse Metal Mfg. Corp., 1-5	Main St. Eden, NY
Glaser Products Corp., 1-5	912 N Market, St Louis 6, Mo
Griswold Mfg. Co., 1	Fair Ave. Sidney, Ohio
Hamblin Mfg. Co. Inc	28 Water St. Worcester 4, Mass
Hamilton Equipment Corp., 1	100 1st St. Brooklyn 31, NY
Hamilton-Skotch Corp	295 5th Ave. New York 16, NY
Harris-Hub Co., 4	666 Lake Shore Dr. Chicago 11, Ill
Hasty Bake Mfg. Co. Inc	Box 7485, Tulsa, Okla
Hess Products, Paul	1935 W North Ave. Chicago 22, Ill
Howe Folding Furniture Inc., 1	1 Park Ave. New York, NY
Johnson-Stuart Co., 1	6124 Milwaukee Ave. Chicago 46, Ill
Kamkap Inc., 1	1107 Broadway, New York 10, NY
Kay-Townes Antenna Co., 1	Box 593, Rome, Ga
Keystone Lamp Mfg. Corp., 1	230 5th Ave. New York 1, NY
Manning-Bowman Div., McGraw-Edison Co., 1-5	2nd & Vine, Boonville, Mo
McGraw-Edison Co. Bersted Mfg. Div., 1-5	2nd & Vine Sts. Boonville, Mo
Mell-Hoffmann Mfg. Co	1827 W Webster Ave. Chicago 14, Ill
Nelson Machine & Mfg. Co., 1-5	Box 354, Ashtabula, Ohio
Outdoor Oven Fireplace Co	850 Windsor St. Hartford 1, Conn
Pacific-Western Pacific Import Co., 1	1325 S Los Angeles St. Los Angeles, Cal
Parker-Gaines Div. Tex Machine Co., 1	38-06 31st St. Long Island City 1, NY
Patio Supply Co., 1-4-5	1315 Rainier Ave. Seattle, Wash
Phillips & Buttorff Corp	813 12th Ave. N Nashville, Tenn
Prizer-Ware, Textile Machine Works	Box 1382, Reading, Pa
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Rocklin Mfg. Co	Sioux City, Iowa
Roto Broil Corp. of America, 1-4-5	33-00 Northern Blvd. Long Island City, NY
Schiller & Asmus Inc., 5	1525 Mdse Mart, Chicago 54, Ill
Semler, J. H.	223 N "F" St. Hamilton, Ohio
Sexton Can Co. Inc	31 Cross St. Everett 49, Mass
Son-Chief Electrics Inc., 1-5	Windsted, Conn
Stewart Industries Inc., 2	320 E St Joseph St. Indianapolis 2, Ind
Stor-All Corp., 1-5	1715 W Florence Ave. Inglewood, Cal
Structo Mfg. Co	Freeport, Ill
Union Steel Product Co., 1-3-5	N Berrien St. Albion, Mich
Weber Stephen Products Co	136 Commercial Rd. Wood Dale, Ill
West Bend Co., The	West Bend, Wis

BARBECUE GRILLS, *HIBACHI*

Bar & Barbeque	1627 W 135th St. Gardena, Cal
Bar-B-Bowl Div., Keystone Lamp Mfg. Corp	230 5th Ave. New York 1, NY
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Burn/Strauss Inc	6605-10th Ave. Los Angeles 43, Cal
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Davar Products Inc	15 W 26th St. New York 10, NY
Kamkap Inc	1107 Broadway, New York 10, NY
Keystone Lamp Mfg. Corp	230 5th Ave. New York 1, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Mahana Importing Co	7 W 30th St. New York 1, NY
Mishan & Sons, E.	6 W 28th St. New York 1, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Phillips & Buttorff Corp	813 12th Ave. N Nashville, Tenn
Precise Imports Corp	32 W 20, New York, NY
Prizer-Ware, Textile Machine Works	Box 1382, Reading, Pa
Quon-Quon Co	1823 S Hope St. Los Angeles, Cal
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Roesch Enamel & Mfg. Co	Box 320, Belleville, Ill
Ross Products Co	1107 Broadway, New York, NY
Select Wares Inc	230 5th Ave. New York 1, NY
Silvercraft Co. Inc	164-170 A St. Boston 10, Mass
Sylvan Ceramics	2955 E Foothill Blvd. Pasadena, Cal
Viking Importrade Inc	225 5th Ave. New York 10, NY

BARBECUE TOOLS & ACCESSORIES

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Algee Co., The	Box 245, Waukegan, Ill
Alwin Products	3320 W Vliet St. Milwaukee 8, Wis
American Import Co., The	1167 Mission St. San Francisco 3, Cal
Anthracite Specialties Corp	Box 173, Pottsville, Pa
Anton Mfg. Co	Box 5047 Ballard Sta. Seattle 7, Wash
Automatic Wire Goods Mfg. Co. Inc	38 S Gerard Ave. New York 51, NY
Bar & Barbeque	1627 W 135th St. Gardena, Cal
Bar-B-Bowl Div., Keystone Lamp Mfg. Corp	230 5th Ave. New York 1, NY
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Big Boy Mfg. Co	59 E Orange Grove Ave. Burbank, Cal
Blume Inc., S. J.	569 Broadway, New York 12, NY
Boker & Co. Inc., H.	101 Duane St. New York, NY
Brown Inc., John Clark	1 Montgomery St. Belleville 9, NJ
Burns Mfg. Co	1208 E Water St. Syracuse 3, NY
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Christen Mfg. Co., J. C.	121 Dock St. St Louis 7, Mo
Commonwealth Plastics Corp	98 Adams St. Leominster, Mass
Covered Wagon Products Inc	8605 Lincoln Ave. Morton Grove, Ill
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Davar Products Inc	15 W 26th St. New York 10, NY
David Sales & Mfg. Co	4001 Galloway, Sandusky, Ohio
Davies Mfg. Co	Pratt, Kan
Dill Mfg. Co	700 E 82nd St. Cleveland 3, Ohio
E-Z Por Mfg. Corp	4315 N Lincoln, Chicago 18, Ill
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Elm Industries Inc	4711 13th Ave. Brooklyn 19, NY
Empire Brushes Inc	200 William St. Port Chester, NY
Empire Mfg. Co	1110 Grand Ave. Kansas City, Mo
Everedy Co	East St. Frederick, Md
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa

Non-Electric Housewares

Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Gailstyn Company	1150 Broadway, New York, NY
Guard All Chemical Co. Inc	350 Ely Ave. South Norwalk, Conn
Hasty Bake Mfg. Co. Inc	Box 7485, Tulsa, Okla
Herman Products Inc., Edlen	Jasper & Ontatio Sts. Philadelphia 34, Pa
Heuck Co., M. E.	Box 20046, Cincinnati 20, Ohio
Hewitt Bros. Mfg. Co	National City, Cal
Hines-Park Foods Inc.	408 E State St. Ithaca, NY
Hohmann Cutlery Inc.	424 Commercial Ave. Palisades Park, NJ
Holman Co., The	Main at 5th, Frisco, Tex
Household Mfg. Co	1844 E 22nd St. Los Angeles 58, Cal
Imperial Knife Associated Companies Inc	1776 Broadway, New York 19, NY
Industrial Gloves Co.	700 Garfield St. Danville, Ill
Johnson Prods. Co.	531 N Front St. Memphis 1, Tenn
Ka-Bar Inc	434 N 9th St. Olean, NY
Kamkap Inc	1107 Broadway, New York 10, NY
Keystone Lamp Mfg. Corp	230 5th Ave. New York 1, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Langner Mfg. Co	12 W 27th St. New York 1, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Lifetime Cutlery Corp	54 Knickerbocker Ave. Brooklyn 37, NY
Lubbers & Bell Mfg. Co.	86 - 16th Ave. Clinton, Iowa
Lynch-Jamentz Co.	1109 N Virgil Ave. Los Angeles 29, Cal
Mahana Importing Co.	7 W 30th St. New York 1, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Marshallan Mfg. Co	1971 W 85 St. Cleveland 2, Ohio
Mexican Products Co	Box 506, Laredo, Tex
Miller Ind. Inc., R. A.	1525 Marion St. Grand Haven, Mich
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Mishan & Sons, E.	6 W 28th St. New York 1, NY
Mister Bartender Products Inc.	1336 W 228th St. Torrance, Cal
National Brush Co.	Illinois Ave. Aurora, Ill
National Products Inc.	900 Baxter Ave. Louisville 4, Ky
National Silver Co.	241 5th Ave. New York 16, NY
Nichols Wire & Aluminum Co.	Davenport, Iowa
Northland Aluminum Products Inc.	Hwy. #7 at Belt Line, Minneapolis 16, Minn
Ontario Knife Co	Franklinville, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Parker-Gaines Div. Tex Machine Co	36-06 31st St. Long Island City 1, NY
Parvin Mfg. Co	1149 S San Pedro St. Los Angeles 15, Cal
Pask Mfg. Co	12 Maple Ave. Haverstraw, NY
Patio Products Inc.	275 Jefferson St. Newark 5, NJ
Patio Supply Co.	1315 Rainier Ave. Seattle, Wash
Peoria Metal Specialty Co	2501 S Washington St. Peoria 2, Ill
Precise Imports Corp	32 W 20, New York, NY
Prexel Enterprises Inc.	Litchfield, Conn
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Robeson Cutlery Co. Inc	36 N Main St. Perry, NY
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Ronson Corp	1 Ronson Rd. Woodbridge, NJ
Ross Products Co.	1107 Broadway, New York, NY
Roto Broil Corp. of America	33-00 Northern Blvd. Long Island City, NY
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Schwartz & Co. Inc., Chas.	1400 W Fulton, Chicago, Ill
Senior, J. H.	223 N "F" St. Hamilton, Ohio
Shafford Co., The	225 5th Ave. New York 10, NY
Social Supper Inc.	Pine St. Coshocton, Ohio
Stainless Ware Co	Kearney Park, Flora, Miss
Stor-All Corp	1715 W Florence Ave. Inglewood, Cal
Superior Plastics Inc	426 N Oakley Blvd. Chicago 12, Ill
Supreme Cutlery Corp.	11 W 30th St. New York 1, NY
Thermometer Corp. of America	567 E Pleasant St. Springfield, Ohio
Trio Mfg. Co.	Griggsville, Ill
Turner & Seymour Mfg. Co	100 Lawton St. Torrington, Cal
U. S. Fireplace Accessories Div. Davies Mfg. Co.	Pratt, Kan
Union Steel Product Co	N Berrien St. Albion, Mich
Utica Cutlery Co	820 Noyes St. Utica 4, NY
Viking Importrade Inc	225 5th Ave. New York 10, NY
Washington Forge Inc	Harrison Ave. Englishtown, NJ
Weber Stephen Products Co	136 Commercial Rd. Wood Dale, Ill
Wolfcrest Products	Johnson Rd. Michigan City, Ind
Woodcroftary Shops Inc., The	Coley Bldg. Wayland, NY

BAROMETERS & HYGROMETERS

Airguide Instrument Co.	2210 Wabansia Ave. Chicago 47, Ill
American Bravo Co	5624 W Washington Blvd. Los Angeles 16, Cal
American Import Co., The	1167 Mission St. San Francisco 3, Cal
Cooper Thermometer Co., The	2 Main St. Pequabuck, Conn
Grand Rapids Dowel Works	701 West Burton, Grand Rapids 9, Mich
Landau & Co. Inc., Max	22 W 48th St. New York 36, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Precise Imports Corp	32 W 20, New York, NY
Taylor Instrument Companies	95 Ames St. Rochester 1, NY
Tel-Tru Mfg. Co	408 St Paul St. Rochester 5, NY
Thermometer Corp. of America	567 E Pleasant St. Springfield, Ohio
Woodcroftary Shops Inc., The	Coley Bldg. Wayland, NY

BARS. CLOTHESLINE

Levitz, Harry	1150 Broadway, New York 1, NY
Shaf Mfg. Corp	1019 New Market St. Philadelphia 23, Pa

BARS, *PORTABLE*

Ami Co. Inc	3404 Main St. Buffalo, NY
Bloomfield Industries Inc.	4546 W 47th St. Chicago 32, Ill
English Bellows Mfg. Co	27 W 27th St. New York 1, NY
Ever-Wear Inc	1210-10 Morgan St. Chicago 8, Ill
Galewski & Sons, A.	119 W 25th St. New York 1, NY
Jaxton Mfg. Corp	Glens Falls, NY
Joal Mfg. Co. Inc	6437 S State St. Chicago 21, Ill
Karoff Originals Ltd	222 Park Ave. S New York 3, NY
Kennedy Bros	11 Main St. Vergennes, Vt
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Margaret Studios Inc	Box 68, Murphy, NC
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Nu Chrome Sales Co	1848 E Vernon Ave. Los Angeles 58, Cal
Relco Custom Case Div. of Relsible Luggage Inc., 1	Lawrence County, W Pittsburgh, Pa
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Select Wares Inc	230 5th Ave. New York 1, NY
Springer-Penguin Inc	9-07 34th Ave. Long Island City 6, NY
Springer-Penguin Inc.	9-07 34th Ave. Long Island City 6, NY
American Cushion-Tropical Sun Co	801 W Whittier Blvd. Whittier, Cal
Wood-Craft Manufacturers Inc	601-615 S Longwood St. Baltimore 23, Md
Yeoman Corp., The	American Furniture Mart, Chicago, Ill

BARS, *TOWEL*

Artmoore Co	1255 N 6th St. Milwaukee 12, Wis
Bush Brothers Products Corp	Little Valley, NY
Citation Housewares Inc	21 Elm Ave. Mount Vernon, NY
Davar Products Inc	15 W 26th St. New York 10, NY
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Ganz Co., A. J.	115 N La Brea Ave. Hollywood 36, Cal
Gilton Mfg. Corp	85-99 5th Ave. Paterson, NJ
Grayline Housewares Inc	19 N Union St. Elgin, Ill
Handy-Andy Specialty Co. Inc.	1107 Broadway, New York 10, NY
Harvin Company, The	1010 E Main St. Waynesboro, Va
Irmanton Products Co	70-70 80th St. Glendale 27, NY
Jaybee Mfg. Corp	566 San Fernando Rd. Los Angeles 65, Cal
Jeb-Rod Corp	1950 N Ruby St. Melrose Park, Ill
Keen Industries Inc	320 N Elizabeth, Chicago, Ill
Kleen Test Products	234 N Broadway, Milwaukee 2, Wis
Levitz, Harry	1150 Broadway, New York 1, NY
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Miracloth Sales Chicopee Mfg. Corp	Box 68, Milltown, NJ
Mirra Cote Industries	Box 158, El Segundo, Cal
Rayco Products Inc.	Mill St. Middletown, Conn
Reliable Metal Products Co. Inc.	25 Elm Ave. Mt. Vernon, NY
Rochow Swirl Mixer Co.	Box 4005, Rochester 10, NY
Schacht Rubber Mfg. Co. Inc	238 Polk St. Huntington, Ind
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Selfix Products Co	223 W Erie St. Chicago 10, Ill
Tel-Tru Mfg. Co.	408 St Paul St. Rochester 5, NY
Wilton Products Inc	Wrightsville, Pa

BASKETS

1. *LAUNDRY*
2. *ORNAMENTAL*
3. *SERVING*

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Ajax Plastic Products Inc., 1	Redeker at River Rd. Des Plaines, Ill
Alladin Plastics Inc., 1	1415 W 178 St. Gardena, Cal
American Import Co., The, 1-2-3	1167 Mission St. San Francisco 3, Cal
Baruch Petranker Import Co. Inc., Coronet Div ., 3	1147 Howard St. San Francisco, Cal
Beacons Plastics Corp., 1	82 Needham St. Newton Highlands 61, Mass
Brittain Products Co., 1	Cuyahoga Falls, Ohio
Bryant Co., John T., 1	14-18 W Columbia St. Springfield, Ohio
Burlington Basket Co	937 Oak St. Burlington, Iowa
Cal-Dak Co. The, 1	2525 Military Ave. Los Angeles 64, Cal
Columbus Plastic Products Inc., 1-3	1625 W Mound St. Columbus 23, Ohio
Como Plastics Inc., 1	2455 National Rd. Columbus, Ind
Continental Can Co. Inc. Decoware Div., 2	530 5th Ave. New York 36, NY
Endicott-Seymour of Ann Arbor	Box 1405, Ann Arbor, Mich
Esty Sales Co., 1	888 River Ave. New York 52, NY
Federal Enameling & Stamping Co., 1	Thompson Ave. McKees Rocks, Pa
Fold-Away Basket Co. Inc	105 W Main, Madison, Ind
Galewski & Sons, A.	119 W 25th St. New York 1, NY
Handy-Andy Specialty Co. Inc., 2	1107 Broadway, New York 10, NY
Idealware Inc., 3	184-10 Jamaica Ave. Hollis 23, NY
Keen Industries Inc., 2-3	320 N Elizabeth, Chicago, Ill
Klein Max Inc., 1	8915 North End, Ferndale 20, Mich
Langbein-Giftwares Division, 2-3	161 Willoughby St. Brooklyn 1, NY
Leipzig Co., A., 1-2-3	18 W 27th St. New York 1, NY
Levitz, Harry, 1-2-3	1150 Broadway, New York 1, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Lyons Co., R. H., 1-2-3	18 W 27th St. New York 1, NY
Maryland Plastics Inc., 1-3	9 E 37th St. New York 16, NY
Maus Inc., George H. (Importers), 1	25 Hamilton St. Amsterdam, NY
Mexican Products Co., 1-2-3	Box 506, Laredo, Tex
Meyer & Sons, W. F., 1	400 N Wells St. Chicago 10, Ill
National Silver Co., 1-2-3	241 5th Ave. New York 16, NY
Neatway Products Inc., 1	1010 Lyndale Ave. N, Minneapolis, Minn
Pacific Neocraft Corp., 2	840 N Broadway, Escondido, Cal
Peoria Plastic Co., 1-2	215 Taylor Ave. E Peoria, Ill
Perleide - Sub. of O. Eidinger Mfg. Co	404 S Kolmar Ave. Chicago 24, Ill
Quon-Quon Co., 1-2-3	1823 S Hope St. Los Angeles, Cal
Republic Molding Corp., 1	6467 N Avondale Ave. Chicago 31, Ill
Rio Grande Importing Co., 1-2	Brownsville, Tex
Robinson Clay Products Co., 2-3	65 W State St. Akron 9, Ohio
Rogers Co., W. T., 2	Box 2095, Madison 5, Wis
Ross Products Co., 2-3	1107 Broadway, New York, NY
Schiller & Asmus Inc., 2	1525 Mdse Mart, Chicago 54, Ill
Shafford Co., The, 2	225 5th Ave. New York 10, NY
Superior Plastics Inc., 3	426 N Oakley Blvd. Chicago 12, Ill
Tip Top Brush Co. Inc., 1-2-3	400-3 111 St. New York 29, NY
Transparent Specialties Corp., 1	3828 E 91st St. Cleveland 5, Ohio
Woodcroftery Shops Inc., The, 3	Coley Bldg. Wayland, NY

BASKETS. *WASTE:* **See WASTEBASKETS**

BASTERS. *MEAT*

Alan Dale Industries	6231 N Springfield Ave. Chicago 45, Ill
Bouras Mop Mfg. Co	3818 Page Blvd. St. Louis 13, Mo
Bush Brothers Products Corp	Little Valley, NY
Chaney Instrument Co., John L	858 Main St. Lake Geneva, Wis
Commonwealth Plastics Corp	98 Adams St. Leominster, Mass
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Gadget House (Importer)	6 E 20th St. New York 3, NY
Hallmark Inds. Corp	2323 Biscayne Blvd. Miami, Fla
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Reliable Metal Products Co. Inc	25 Elm Ave. Mt. Vernon, NY
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Tip Top Brush Co. Inc	400-3 111 St. New York 29, NY
Wecolite Co. Inc	126 5th Ave. New York 11, NY
Zim Mfg. Co	2850 W Fulton St. Chicago 12, Ill

BATHROOM ACCESSORIES: *See Item Desired*

BATTERIES

1. *FLASHLIGHT, LANTERN*
2. *MULTI-CELL*
3. *RADIO*
4. *RECHARGEABLE*

American Import Co., The, 1-3	1167 Mission St. San Francisco 3, Cal
Ashe-Houston Co., 1	Box 307, Glenbrook, Conn
Baruch Petranker Import Co. Inc., Coronet Div., 2	1147 Howard St. San Francisco, Cal
Bright Star Industries, 1-2-3	600 Getty Ave. Clifton, NJ
Burgess Battery Co., Div. of Servel Inc., 1-2-3-4	Freeport, Ill
Damar Prods. Inc., 4	Damar Bldg. Elizabeth, NJ
Fedtro Inc. Federal Electronics Sales Div., 1-3-4	Federal Electronics Bldg. Rockville Centre, NY
Gulton Inds. Inc. (Alkaline Battery Div.) 4	212 Durham Ave. Metuchen, NJ
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Mishan & Sons, E., 1-2-3-4	6 W 28th St. New York 1, NY
Pacific-Western Pacific Import Co., 1-2-3	1325 S Los Angeles St. Los Angeles, Cal
Ray-O-Vac Co., 1-2-3	212 E Washington Ave. Madison, Wis
Sampson Co., The, Electronics Div. (Hitachi), 1-2-3	2244 S Western Ave. Chicago 8, Ill
Silvercraft Co. Inc., 4	164-170 A St. Boston 10, Mass
Sonotone Corp., 4	Elmsford, NY
Union Carbide Consumer Products Co., 1-2-3-4	270 Park Ave. New York 17, NY
United States Electric Mfg. Co., 1	222 W 14th St. New York, NY

BEATERS. *HAND*

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Automatic Wire Goods Mfg. Co. Inc	38 S Gerard Ave. New York 51, NY
Bonley Products Co. Inc	331 S Peoria St. Chicago 7, Ill
Brown Inc., John Clark	1 Montgomery St. Belleville 9, NJ
E-Z Por Mfg. Corp	4315 N Lincoln, Chicago 18, Ill
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Household Mfg. Co	1844 E 22nd St. Los Angeles 58, Cal
Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Miller Inds. Inc., R. A.	1525 Marion St. Grand Haven, Mich
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Progressus Co	16 W 22nd St. New York 10, NY
RIVAL MFG. CO., Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Roos Mfg. Co	197 E Sacto Ave. Chico, Cal
Spun Aluminum Products Corp	81 Spring St. New York 12, NY
Turner & Seymour Mfg. Co	100 Lawton St. Torrington, Cal
Zachman & Co	5004 Wilson Ave. Chicago 30, Ill

BINS. *FOOD*

Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Dormetco Inc	Box 64313, Los Angeles 64, Cal
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Giftware Corp	200 W Central Ave. Roselle, Ill
Idealware Inc	184-10 Jamaica Ave. Hollis 23, NY
Lincoln Metal Products Corp	225-42nd St. Brooklyn 32, NY
Pantry Queen Products Inc	225 42nd St. Brooklyn 32, NY
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Speco Products Div. Specialty Sheet Metal Mfg. Co. Inc	1702 N Milwaukee Ave. Chicago 47, Ill

BOARDS. *CARVING*

Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Beacon Enterprises Inc	286 5th Ave. New York, NY
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Delsam Co., The	3316 Old Capital Trial, Wilmington 99, Del
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Farber & Son Inc., Sydney	951 Shepherd Ave. Brooklyn 8, NY
G-H Specialty Co	3408 N Holton St. Milwaukee 12, Wis
Giftware Corp	200 W Central Ave. Roselle, Ill
Jaxton Mfg. Corp	Glens Falls, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Lifetime Cutlery Corp	54 Knickerbocker Ave. Brooklyn 37, NY
Margaret Studios Inc	Box 68, Murphy, NC
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Melcor Inc	66 Barker St. Calais, Me
Michigan Maple Block Co	Petoskey, Mich
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Pomerantz Inc., Julie	230 Fifth Ave. New York 1, NY
Ross Products Co	1107 Broadway, New York, NY
Social Supper Inc	Pine St. Coshocton, Ohio
Styson Art Products Co	543 W 23rd St. New York 11, NY
Woodcrest by Styson	543 W 23rd St. New York 11, NY
World Distributors Inc	1355 Market St. San Francisco, Cal

Non-Electric Housewares

BOARDS. *CUTTING & CHOPPING*

Air Control Products Inc	Coopersville, Mich
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Berea College Student Industries	Berea, Ky
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Cohen Inc., Nathan	1517 N 21st, Philadelphia, Pa
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
G-H Specialty Co	3408 N Holton St. Milwaukee 12, Wis
Gadget House (Importer)	6 E 20th St. New York 3, NY
General Slicing Machine Co. Inc	Walden, NY
Giftware Corp	200 W Central Ave. Roselle, Ill
Green Mountain Studios Inc	White River Junction, Vt
Kennedy Bros	11 Main St. Vergennes, Vt
Leigh Building Products Div. Air Control Prods. Inc	Coopersville, Mich
Levitz, Harry	1150 Broadway, New York 1, NY
Liebermann Woelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Lifetime Cutlery Corp	54 Knickerbocker Ave. Brooklyn 37, NY
Maggie Magnetic Inc	111 Marion St. Paterson, NJ
Maison International Ltd	30 W 15th St. New York 11, NY
Major Slicing Mach. Corp	Rt. 208, Walden, NY
Margaret Studios Inc	Box 68, Murphy, NC
Melcor Inc	66 Barker St. Calais, Me
Michigan Maple Block Co	Petoskey, Mich
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Pretty Products Inc	Coshocton, Ohio
Quon-Quon Co	1823 S Hope St. Los Angeles, Cal
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Silvercraft Co. Inc	164-170 A St. Boston 10, Mass
Social Supper Inc	Pine St. Coshocton, Ohio
Styson Art Products Co	543 W 23rd St. New York 11, NY
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Vermillion Co. Inc., W. R.	410-412 S Campbell St. Springfield, Mo
Woodcrest by Styson	543 W 23rd St. New York 11, NY
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY

BOARDS. *IRONING:* See TABLES. *IRONING*

BOILERS

1. *COFFEE*
2. *DOUBLE*
3. *EGG*

Carrollton Mfg. Co., 1-2-3	Carrollton, Ohio
Club Aluminum Products Co., 1-2	825 26th St. La Grance Park, Ill
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co., 2	500 Oberlin Rd. SW, Massillon, Ohio
Everedy Co., 2	East St. Frederick, Md
Federal Enameling & Stamping Co., 1-2	Thompson Ave. McKees Rocks, Pa
Holt-Howard Associates, 3	639 Canal St. Stamford, Conn
Illinois Pure Aluminum Co., 2	Holmes & Talcott Ave. Lemont, Ill
Langbein-Giftwares Division, 3	161 Willoughby St. Brooklyn 1, NY
Lisk-Savory Corp., 1-2	245 Gorham St. Canandaigua, NY
Lynch-Jamentz Co., 3	1109 N Virgil Ave. Los Angeles 29, Cal
Mirro Aluminum Co., 2	1512 Washington St. Manitowoc, Wis
Regal Ware Inc., 1-2-3	Kewaskum, Wis
Schiller & Asmus Inc., 1	1525 Mdse Mart, Chicago 54, Ill
Spaulding Industries, 1	3550 N Spaulding, Chicago 18, Ill
Spun Aluminum Products Corp., 2	81 Spring St. New York 12, NY
Stainless Ware Co., 2	Kearney Park, Flora, Miss
U. S. Stamping Co. Div. of Lisk-Savory Corp., 1-2	Fostoria Ave. Moundsville, W Va
Wearever Aluminum Inc., 2	Wearever Bldg. New Kensington, Pa

BOWLS. *CHOPPING*

Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Dillingham Woodenware	Box 186, Hart, Mich
G-H Specialty Co	3408 N Holton St. Milwaukee 12, Wis
Gadget House (Importer)	6 E 20th St. New York 3, NY
Grand Rapids Dowel Works	701 West Burton, Grand Rapids 9, Mich
Green Mountain Studios Inc	White River Junction, Vt
Kennedy Bros	11 Main St. Vergennes, Vt
Margaret Studios Inc	Box 68, Murphy, NC
Miller Inds. Inc., R. A.	1525 Marion St. Grand Haven, Mich
Mishan & Sons, E.	6 W 28th St. New York 1, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Premier Mfg. Co	2520-2534 S Western Ave. Chicago 8, Ill
Rio Grande Studios	2421 McKinney Ave. Dallas, Tex
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY
World Distributors Inc	1355 Market St. San Francisco, Cal

BOWLS. *MIXING*

Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Byrd Plastics Inc	2950 W 12th St. Erie, Pa
Cal-Dak Co. The	2525 Military Ave. Los Angeles 64, Cal
Canonsburg Pottery Co	Box 110, Canonsburg, Pa
Club Aluminum Products Co	825 26th St. La Grange Park, Ill
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Dillingham Woodenware	Box 186, Hart, Mich
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Esty Sales Co	888 River Ave. New York 52, NY
Farber Inc., S. W	415 Bruckner Blvd. New York 54, NY
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Giftware Corp	200 W Central Ave. Roselle, Ill
Green Mountain Studios Inc	White River Junction, Vt
Hazel-Atlas Glass Co. Div Continental Can Co. Inc.	15th & Jacob Sts. Wheeling, W Va
Hines-Park Foods Inc	408 E State St. Ithaca, NY
Idealware Inc	184-10 Jamaica Ave. Hollis 23, NY
Illinois Pure Aluminum Co	Holmes & Talcott Ave. Lemont, Ill
Kay Co. Inc., W.	19 W 23rd St. New York 10, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Mardigian Corp. Buckeye Div	Wooster, Ohio
Maryland Plastics Inc	9 E 37th St. New York 16, NY
McCoy Pottery Co., The Nelson	Roseville, Ohio
Mishan & Sons, E.	6 W 28th St. New York 1, NY
Morton Pottery Co	Morton, Ill
National Silver Co	241 5th Ave. New York 16, NY
Newland Schneeloch & Piek Inc	1107 Broadway, New York, NY
Nicro Steel Products Co. Div. of Cory Corp	3200 W Peterson, Chicago 45, Ill
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Peoria Plastic Co	215 Taylor Ave. E Peoria, Ill
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Plastic Mfg. Co	2700 S Westmoreland Ave. Dallas 33, Tex
Regal Ware Inc	Kewaskum, Wis
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Ruckels Potteries Inc	White Hall, Ill
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Si Lite Inc	2600 N Pulaski Rd. Chicago 39, Ill
Spun Aluminum Products Corp	81 Spring St. New York 12, NY
Stainless Ware Co	Kearney Park, Flora, Miss
Stetson China Co	Lincoln, Ill
Superior Plastics Inc	426 N Oakley Blvd. Chicago 12, Ill
Transparent Specialties Corp	3828 E 91st St. Cleveland 5, Ohio
Washington Glass Co., The	765 Jefferson Ave. Washington, Pa
Watt Pottery Co., The	101-115 China St. Crooksville, Ohio
West Bend Co., The	West Bend, Wis
Western Stoneware Co	Box 126, Monmouth, Ill
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY
Zachman & Co	5004 Wilson Ave. Chicago 30, Ill

BOWLS. *NUT*

American Bravo Co	5624 W Washington Blvd. Los Angeles 16, Cal
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Beagle Mfg. Co	91 Beacon Pl. Pasadena 8, Cal
Berea College Student Industries	Berea, Ky
Brandon Brown Inc	Box 1, Burlingame, Cal
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Byrd Plastics Inc	2950 W 12th St. Erie, Pa

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Cardinal China Co	Cardinal Bldg. Carteret, NJ
Como Plastics Inc	2455 National Rd. Columbus, Ind
Daher Co	43-34 37th St. Long Island City 1, NY
Dillingham Woodenware	Box 186, Hart, Mich
Ellenville Wood Novelty Co. Inc	Clinton Ave. Ellenville, NY
Farber & Shlevin Inc	32 Lexington Ave. Brooklyn, NY
Farber & Son Inc., Sydney	951 Shepherd Ave. Brooklyn 8, NY
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Gadget House (Importer)	6 E 20th St. New York 3, NY
Gailstyn Company	1150 Broadway, New York, NY
Giftware Corp	200 W Central Ave. Roselle, Ill
Gould Novelties Inc	741 Meacham Ave. Elmont, NY
Grand Rapids Dowel Works	701 West Burton, Grand Rapids 9, Mich
Hazel-Atlas Glass Co. Div. Continental Can Co. Inc.	15th & Jacob Sts. Wheeling, W Va
Hull Cutlers Corp., John	1239 Broadway, New York 1, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Kraftware Corp	225 5th Ave. New York, NY
Leeds of California	235 Westminster Ave. Venice, Cal
Lehman Bros	197 Grand St. New York 13, NY
Lith-O-Ware Products Inc	2700 N Paulina St. Chicago 14, Ill
Maison International Ltd	30 W 15th St. New York 11, NY
Margaret Studios Inc	Box 68, Murphy, NC
Maryland Plastics Inc	9 E 37th St. New York 16, NY
McCoy Pottery Co., The Nelson	Roseville, Ohio
Melcor Inc	66 Barker St. Calais, Me
Miller Inds. Inc., R. A.	1525 Marion St. Grand Haven, Mich
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Multi Products Inc	824 W 36th St. Chicago 9, Ill
National Silver Co	241 5th Ave. New York 16, NY
Oneida Silversmiths	Oneida, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Plastic Productions Co	1800 Industrial Way, Box 8, Redwood City, Cal
Plastics Consolidated Industries	4333 Veterans Hwy. Holbrook, NY
Premier Mfg. Co	2520-2534 S Western Ave. Chicago 8, Ill
Prestige Hardware Corp.	825 S Ajax Ave. City of Industry, Cal
Quackenbush Inc., H. M.	220 Prospect St. Herkimer, NY
Raymond Chenille Co	294 Auburn St. Cranston, RI
Regal Ware Inc	Kewaskum, Wis
Rio Grande Studios	2421 McKinney Ave. Dallas, Tex
Rogers Plastic Corp	100 Arnold St. W, Warren, Mass
Ross Products Co	1107 Broadway, New York, NY
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Si Lite Inc	2600 N Pulaski Rd. Chicago 39, Ill
Smith-Benny Sales Co	11 W 42nd St. New York 36, NY
Steubenville Pottery Co	Steubenville, Ohio
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Troike Sales	Box 622, Chicago 90, Ill
Vermilion Co. Inc., W. R.	410-412 S Campbell St. Springfield, Mo
Vermont Plastics Inc	35 Blanchard Ct. Montpelier, Vt
Virginia Metalcrafters Inc	1010 E Main St. Waynesboro, Va
Walther Co., Ray J.	2718 Kingman Blvd. Des Moines 11, Iowa
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY
World Distributors Inc	1355 Market St. San Francisco, Cal

BOWLS, *SALAD:* **See SALAD BOWLS & SETS**

BOXES, *BREAD & CAKE*

Associated Plastic Div. Inc	945 George St. Chicago 40, Ill
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Brooklyn Tinware Mfg. Co	80 Sedgewick St. Brooklyn 31, NY
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Cal-Dak Co. The	2525 Military Ave. Los Angeles 64, Cal
Century Plastic Co	Sawyer Passway, Fitchburg, Mass
Cincinnati Galvanizing Co	4879 Spring Grove Ave. Cincinnati 32, Ohio
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Continental Can Co. Inc. Decoware Div.	530 5th Ave. New York 36, NY
Esty Sales Co	888 River Ave. New York 52, NY
Fabcraft Inc	Frenchtown, NJ
G.S.N. Co	2619 Cherry St. Kansas City 8, Mo
Garner & Co	1164 Broadway, New York 1, NY
Harvell-Kilgore Sales Corp	Box 127, Bolivar, Tenn
Idealware Inc	184-10 Jamaica Ave. Hollis 23, NY
Idealware Inc	184-10 Jamaica Ave. Hollis 23, NY
Kreamerware Inc	1164 Broadway, New York 1, NY
Kromex Corp	880 E 72nd St. Cleveland 8, Ohio
Lincoln Metal Products Corp	225-42nd St. Brooklyn 32, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Master Metal Products Inc	291 Chicago St. Buffalo 5, NY
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Neatway Products Inc	1010 Lyndale Ave. N, Minneapolis, Minn
Pantry Queen Products Inc	225 42nd St. Brooklyn 32, NY
Peoria Metal Specialty Co	2501 S Washington St. Peoria 2, Ill
Plastics Consolidated Industries	4333 Veterans Hwy. Holbrook, NY
Premier Mfg. Co	2520-2534 S Western Ave. Chicago 8, Ill
Re-Ly-On Metal Products Inc	238 Eagle St. Brooklyn 22, NY
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Speco Products Div. Specialty Sheet Metal Mfg. Co. Inc	1702 N Milwaukee Ave. Chicago 47, Ill
Transparent Specialties Corp	3828 E 91st St. Cleveland 5, Ohio
West Bend Co., The	West Bend, Wis
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY

BOXES, *ICE, PICNIC:* **See CHESTS, PICNIC**

BOXES, *LUNCH*

American Thermos Products Co., The	Thermos Ave. Norwich, Conn
Esty Sales Co	888 River Ave. New York 52, NY
Giftware Corp	200 W Central Ave. Roselle, Ill
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY

BOXES, *MAIL*

1. ***HOUSE***
2. ***POST-MOUNTED***

Adams Co., The, 1	100 E 4th St. Dubuque, Iowa
Air Control Products Inc	Coopersville, Mich
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Duncan-Morris Co., 1-2	48 N Valley St. Akron 3, Ohio
Gordon Associates, 1	First St. Derby, Conn
Hy-Ko Products Co., 1	6813 Wade Park Ave. Cleveland 3, Ohio
Leigh Building Products Div. Air Control Prods. Inc	Coopersville, Mich
Mackianburg-Duncan Co., 1-2	Box 1197, Oklahoma City, Okla
McKinney Mfg. Co	1715 Liverpool St. Pittsburgh 33, Pa
Ohio Stamping & Mfg. Co., 1	5103 Lakeside, Cleveland 14, Ohio
Patent Novelty Co., 1	303 8th Ave. Fulton, Ill
Rembrandt Hardware Mfg. Co., 1	739 Fairfield Ave. Kenilworth, NJ
Rockwood Mfg. Co., 1	Rockwood, Pa
Safe Padlock & Hardware Co. Sub. The American Hardware Corp., 1	Lancaster, Pa
Schiller & Asmus Inc., 1	1525 Mdse Mart, Chicago 54, Ill
Troike Sales	Box 622, Chicago 90, Ill
Wilton Products Inc., 1	Wrightsville, Pa
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY
Wright Inc., John, 1	5106 Edmondson Ave. Baltimore 29, Md
Wrought Iron Mail Box Inc., 1-2	Box 3, West Farms Sta. New York 60, NY

BOXES, *PIE & SANDWICH*

Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
Campro Product Inc	3131 Alliance Rd. NE, Canton 1, Ohio
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Commonwealth Plastics Corp	98 Adams St. Leominster, Mass
Covermaster Mfg. Co	1040 N Highland Ave. Los Angeles 38, Cal
Peoria Metal Specialty Co	2501 S Washington St. Peoria 2, Ill
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Rogers Plastic Corp	100 Arnold St. W, Warren, Mass
Stainless Metals Inc	19-42 42nd St. Long Island City 5, NY
Westland Plastics Inc	800 N Mitchell Rd. Newbury Park, Cal

BRIDGE TABLE & CHAIR SETS

Airlite Aluminum Corp	Passaic Ave. & Belgrove Dr. Kearny, NJ
Bridge Tables & Novelties Inc	Corner Rogers & Perry Sts. Lowell, Mass
Clamage Mfg. Co., S. A.	10460 W 9 Mile Rd. Detroit 37, Mich
Douglas Furniture Corp	5555 W 65th St. Chicago, Ill
Hamilton Cosco Inc	2525 State St. Columbus, Ind

Non-Electric Housewares

Harris-Hub Co	666 Lake Shore Dr. Chicago 11, Ill
J & J Tool & Machine Co	9505 S Prairie Ave. Chicago 28, Ill
Leg-O-Matic Co. Div. of Lorraine Novelty Mfg. Co	450 Hancock St. Bridgeport 4, Conn
Marshallan Mfg. Co	1971 W 1971 W 85 St. Cleveland 2, Ohio
Norquist Product Inc	Jamestown, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Salmanson & Co. Inc	295 5th Ave. New York 16, NY
Stakmore Co. Inc	200 Madison Ave. New York 21, NY
Table Art Mat Corp	84 N 9th St. Brooklyn 11, NY

BROILERS, *CHARCOAL:* See **BARBECUE GRILLS**

BROILERS, *NON-ELECTRIC*

Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Foil-Tex Aluminum Co	580 S Alameda St. Los Angeles 13, Cal
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
G & S Metal Products Co. Inc	1250 W 65th St. Cleveland 2, Ohio
Hewitt Bros. Mfg. Co	National City, Cal
Lynch-Jamentz Co	1109 N Virgil Ave. Los Angeles 29, Cal
Mardigian Corp. Buckeye Div	Wooster, Ohio
Nirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Northland Aluminum Products Inc	Hwy. #7 at Belt Line, Minneapolis 16, Minn
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY

BROOMS, *GENERAL PURPOSE OR PUSH:* See **FLOOR CARE**

BROOMS, *WHISK*

Alwin Products	3320 W Vliet St. Milwaukee 8, Wis
Amsterdam Broom Co	81 Brookside Ave. Amsterdam, NY
Atlantic Southwestern Brook Co	Baylis & Toone Sts. Baltimore, Md
Brooklyn Fibre Broom Co. Inc	47 Dinsmore Pl. Brooklyn 8, NY
Deshler Broom Factory Inc., The	Deshler, Neb
Eagle Broom Works	829 E 4th Pl. Los Angeles 13, Cal
Empire Brushes Inc	200 William St. Port Chester, NY
Flour City Brush Co	1501 4th Ave. S Minneapolis 4, Minn
France Broom Co	131 N Railroad Ave. Paxton, Ill
Hamburg Broom Works	218 Pine St. Hasburg, Pa
Jamick Mfg. Co	351 Atlantic Ave. Brooklyn 17, NY
Johnson Prods. Co	531 N Front St. Memphis 1, Tenn
Keane's Eagle Broom Works Inc	829 E 4th Pl. Los Angeles 13, Cal
Kellogg Brush Mfg. Co	187 Elm St. Westfield, Mass
Laitner Brush Co	2000 Brooklyn Ave. Detroit, Mich
Lake Co. Inc., Robert L.	208 Russell Pl. Hackensack, NJ
Leiner & Co., George S.	1250-1254 Brook Ave. New York 54, NY
Lighthouse Industries of the New York Assoc. for the Blind	36-20 Northern Blvd. Long Island City, NY
Loveland Broom Co	Box 395, Loveland, Colo
Malden Mop & Brush Co	7-27 Eden St. Boston 29, Mass
Michigan Brush Mfg. Co. Inc	7411 Central, Detroit 10, Mich
Muscatine Broom Factory	918 Colver St. Muscatine, Iowa
National Broom Mfg. Co	240 S Santa Fe Ave. Pueblo, Colo
National Brush Co	Illinois Ave. Aurora, Ill
Ox Fibre Brush Co. Inc	E Church St. Frederick, Md
Palmetto Brush & Whisk Div. Wootton Fibre Co	Box 11, Grand Crossing Branch, Jacksonville, Fla
Pauken Broom & Brush Co	311 Cass St. Maumee, Ohio
Plasbond Corp	1650 Soquel Dr. Santo Cruz, Cal
Ross Products Co	1107 Broadway, New York, NY
Shanday Co., The	6201 - 23rd Ave. Brooklyn, NY
Sponge Specialties Mfg. Corp	755 Utica Ave. Brooklyn 3, NY
Tip Top Brush Co. Inc	400-E 111 St. New York 29, NY
Travco Plastics Co	1041 E 46th St. Brooklyn 34, NY
Vining Broom Co	2530 Columbus Ave. Springfield, Ohio
Wright-Bernet Inc	1524 Bender Ave. Hamilton, Ohio
Zephyr Mfg. Co	400 - W 2nd St. Sedalia, Mo

BRUSHES

1. ***BATH***
2. ***CLOTHES***
3. ***CULINARY***
4. ***FURNITURE***
5. ***SCRUB***
6. ***SINK***
7. ***SPECIAL PURPOSE***

Ace Mfg. Co. Inc., 3	65 Chestnut St. Chalfont, Pa
Acme Metal Goods Mfg. Co., 6	2 Orange St. Newark, NJ
Alan Dale Industries, 7	6231 N Springfield Ave. Chicago 45, Ill
Alger Creations, 2	69 N 6th St. Brooklyn 11, NY
Alwin Products, 2	3320 W Vliet St. Milwaukee 8, Wis
Andrew Co., 7	Box 57-AA, Findlay, Ohio
Arlan Industries Inc., 7	444 12th St. Brooklyn 15, NY
Aviation Distributors Inc., 1	Box 1, Inwood, NY
Brooklyn Fibre Broom Co. Inc., 5-6	47 Dinsmore Pl. Brooklyn 8, NY
Colonial Brush Mfg. Co	160 Washington St. N, Boston 14, Mass
Commonwealth Plastics Corp., 2	98 Adams St. Leominster, Mass
Cornwall Corp	48 Wareham St. Boston 18, Mass
Dean, Dorothy, 5	320 E Buffalo, Milwaukee 2, Wis
Easy Day Mfg. Co., 2	9 Station St. Brookline 47, Mass
Empire Brushes Inc., 1-2-3-5-6-7	200 William St. Port Chester, NY
Fieth Brothers Sub. of Thornton Mfg. Co., L. M., 7	2825 E 18th St. Kansas City, Mo
Flatt & Co., Jos. O., 5-6	141 Cedar St. Reading, Pa
Flour City Brush Co., 1-2-3-4-5-6-7	1501 4th Ave. S Minneapolis 4, Minn
Howard Hardware Products Co. Inc., 7	250 Elizabeth Ave. Newark 8, NJ
J N T Mfg Co., 5	Stormville, NY
Kellogg Brush Mfg. Co., 1-2-3-4-6-7	187 Elm St. Westfield, Mass
Laitner Brush Co., 1-4-5-6	2000 Brooklyn Ave. Detroit, Mich
Lake Co. Inc., Robert L., 7	208 Russell Pl. Hackensack, NJ
Leiner & Co., George S., 1-2-3-4-5-6-7	1250-1254 Brook Ave. New York 54, NY
Lighthouse Industries of the New York Assoc. for the Blind, 1-2-5	36-20 Northern Blvd. Long Island City, NY
Mahane Importing Co., 2	7 W 30th St. New York 1, NY
Malden Mop & Brush Co	7-27 Eden St. Boston 29, Mass
Master Mfg. Co	9200 Inman Ave. Cleveland 5, Ohio
Michigan Brush Mfg. Co. Inc., 5-6	7411 Central, Detroit 10, Mich
National Brush Co., 1-2-3-4-5-7	Illinois Ave. Aurora, Ill
Nu-Lite Products Inc., 4	212 5th Ave. New York 10, NY
Osrow Products Co., 4-7	Hazel St. Glen Cove, NY
Ox Fibre Brush Co. Inc., 1-2-3-4-5-6-7	E Church St. Frederick, Md
Pacific Coast Brush Co., 3-6-6-7	2030 E 7th St. Los Angeles 21, Cal
Parker-Gaines Div. Tex Machine Co., 3	38-06 31st St. Long Island City 1, NY
Pauken Broom & Brush Co., 2-4	311 Cass St. Maumee, Ohio
Prexel Enterprises Inc., 2	Litchfield, Conn
Reliance Molded Plastics, 7	Mason St. Woonsocket, RI
Shanday Co., The, 1-2-4-5-6-7	6201 - 23rd Ave. Brooklyn, NY
Spico Industries, 1	542 Thornton Ave. San Francisco 24, Cal
Sponge Specialties Mfg. Corp., 1-2	755 Utica Ave. Brooklyn 3, NY
Thomsen & Co., August, 3	490 Woodward Ave. Ridgewood, Brooklyn 37, NY
Thornton Mfg. Co., L. M., 7	2825 E 18th St. Kansas City, Mo
Travco Plastics Co., 7	1041 E 46th St. Brooklyn 34, NY
Whiting-Adams Co	700 Harrison Ave. Boston, Mass
Wright-Bernet Inc., 1-2-3-4-5-6-7	1524 Bender Ave. Hamilton, Ohio
Zeen Chemical Corp., 5	2000 Elm St. NW, Cleveland 13, Ohio

BRUSHES, *FOUNTAIN*

1. ***CAR & WINDOW***
2. ***FLOOR SCRUBBING***

Alwin Products, 1	3320 W Vliet St. Milwaukee 8, Wis
Artmoore Co., 1	1255 N 6th St. Milwaukee 12, Wis
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Brooklyn Fibre Broom Co. Inc., 2	47 Dinsmore Pl. Brooklyn 8, NY
Empire Brushes Inc., 1-2	200 William St. Port Chester, NY
Flatt & Co., Jos. O., 2	141 Cedar St. Reading, Pa
Flour City Brush Co., 1-2	1501 4th Ave. S Minneapolis 4, Minn
Hopkins Mfg. Co., 1	Emporia, Kan
Jamick Mfg. Co., 1	351 Atlantic Ave. Brooklyn 17, NY
K. C. Fountain Brush Co., 1-2	3718 Main St. Kansas City 2, Mo
Klean Test Products, 1-2	234 N Broadway, Milwaukee 2, Wis
Laitner Brush Co., 1-2	2000 Brooklyn Ave. Detroit, Mich
Leiner & Co., George S., 1-2	1250-1254 Brook Ave. New York 54, NY
Milwaukee Dustless Brush Co., 1	530 N 22d, Milwaukee 3, Wis
National Brush Co., 1-2	Illinois Ave. Aurora, Ill
Novel-Craft Mfg., 1	58 E 11 St. New York, NY
Osrow Products Co., 1-2	Hazel St. Glen Cove, NY

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Ox Fibre Brush Co. Inc., 1	E Church St. Frederick, Md
Pacific Coast Brush Co., 1-2	2030 E 7th St. Los Angeles 21, Cal
Pauken Broom & Brush Co., 1	311 Cass St. Maumee, Ohio
Shanday Co., The, 1-2	6201 - 23rd Ave. Brooklyn, NY
Titan Mfg. Co. Inc., 2	701 Seneca St. Buffalo 10, NY
Tri-Products Co., 1	310 Broad St. Holly, Mich
Wright-Bernet Inc., 1-2	1524 Bender Ave. Hamilton, Ohio

BRUSHES, *FLOOR:* See FLOOR CARE

BUCKETS, *ICE*

American Import Co., The	1167 Mission St. San Francisco 3, Cal
American Thermos Products Co., The	Thermos Ave. Norwich, Conn
Ami Co. Inc	3404 Main St. Buffalo, NY
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Automotive Rubber Co. Inc	12550 Beech Rd. Detroit, Mich
Bar & Barbeque	1627 W 135th St. Gardena, Cal
Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Bennett & Co., J.	360 Furman St. Brooklyn, NY
Blackinton Co. Inc., W. & S.	Meriden, Conn
Block J. & I.	1225 Broadway, New York 1, NY
Capital Enterprise Co	1225 Broadway, New York 1, NY
Carlisle Mfg. Co	109 Meeker St. Newark 8, NJ
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Davar Products Inc	15 W 26th St. New York 10, NY
Esty Sales Co	888 River Ave. New York 52, NY
Fabcraft Inc	Frenchtown, NJ
Farber & Shlevin Inc	32 Lexington Ave. Brooklyn, NY
Farber & Son Inc., Sydney	951 Shepherd Ave. Brooklyn 8, NY
Fashioncraft Products	185-30th St. Brooklyn 32, NY
Frank Plastics Corp	91 Pallister, Detroit 2, Mich
Gailstyn Company	1150 Broadway, New York, NY
Gay Fad Studio Inc	220 Pierce Ave. Lancaster, Ohio
Giftware Corp	200 W Central Ave. Roselle, Ill
Gilley Inc	240 E 152nd St. Bronx 51, NY
Green Mountain Studios Inc	White River Junction, Vt
Hazel-Atlas Glass Co. Div. Continental Can Co. Inc.	15th & Jacob Sts. Wheeling, W Va
Hutzler Mfg. Co	45-36 - 21st St. Long Island City 1, NY
International Silver Co., The	500 S Broad St. Meriden, Conn
Klein Max Inc	8915 North End, Ferndale 20, Mich
Knapp-Monarch Co	Bent & Potomac Sts. St Louis 16, Mo
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Kraftware Corp	225 5th Ave. New York, NY
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Leipzig Co., A.	18 W 27th St. New York 1, NY
Lyons Co., R. H.	18 W 27th St. New York 1, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Metalcraft Mfg. Corp	Bent & Potomac Sts. St Louis 16, Mo
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Phoenix Glass Co., The	Monaca, Pa
Regal Ware Inc	Kewaskum, Wis
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Ross Products Co	1107 Broadway, New York, NY
Roto Broil Corp. of America	33-00 Northern Blvd. Long Island City, NY
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Select Wares Inc	230 5th Ave. New York 1, NY
Shelton-Ware Inc	143 W 20th St. New York 1, NY
Sheridan Silver Co. Inc.	90 Ingell St. Taunton, Mass
Styson Art Products Co	543 W 23rd St. New York 11, NY
Thermo Fashion Corp	193 32nd St. Brooklyn 32, NY
Tri-M Inc	230 5th Ave. New York 1, NY
Vermillion Co. Inc., W. R.	410-412 S Campbell St. Springfield, Mo
Watt Pottery Co., The	101-115 China St. Crooksville, Ohio
West Bend Co., The	West Bend, Wis
Wilson Specialties Co. Inc	90 Ingell St. Taunton, Mass
Woodcrest by Styson	543 W 23rd St. New York 11, NY
World Distributors Inc	1355 Market St. San Francisco, Cal

BULLETIN BOARDS

Chatfield-Clarke Co. Div. of Crown City Lumber & Mill Co.	240 W Green St. Pasadena, Cal
Davenport & Son Inc., A. C.	311 N Desplaines St. Chicago 6, Ill
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Maggie Magnetic Inc	111 Marion St. Paterson, NJ
North East Metal Products Corp	Safedge Bldg. Merrick, NY
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Stephan Co. Inc., Jerrold	400 - 1st Ave. N, Minneapolis, Minn
Tuco Workshops Inc., The	Stevens St. Lockport, NY
Viking Importrade Inc	225 5th Ave. New York 10, NY
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY

BURNERS, *RUBBISH*

Adams Co., The	100 E 4th St. Dubuque, Iowa
Alsto Co., The	4007 Detroit Ave. Cleveland, Ohio
Bornside, H. B.	63-67 Willard Ave. Providence 5, RI
Levitz, Harry	1150 Broadway, New York 1, NY
Lisk-Savory Corp	245 Gorham St. Canandaigua, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Silent Glow Oil Burner Corp	850 Windsor St. Hartford 1, Conn
Thur-O-Burn Incinerator Co	5119 Lewis Ave. Toledo 12, Ohio
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Worcester Wire Novelty Co	Timonium Rd. & Harrisburg Expwy. Timonium, Md

CABINETS, *MEDICINE*

Bennett Mfg. Co	Railroad St. Alden, NY
Carey Mfg. Co., The Philip	1700 Grand Ave. Middletown, Ohio
Charleston Industries Inc	Stark Industrial Park, Charleston, SC
Citation Housewares Inc	21 Elm Ave. Mount Vernon, NY
Columbia Metal Box Co	260 E 143rd St. New York 51, NY
Continental Metal Products Corp	Merrick, NY
Duracold Corp	847 E 52nd St. Brooklyn 3, NY
Goslee Co., J.R.	1500 Brookpark Rd. Cleveland 9, Ohio
Hy-Ko Products Co	6813 Wade Park Ave. Cleveland 3, Ohio
Levitz, Harry	1150 Broadway, New York 1, NY
Miami Cabinet Div. Philip Carey Mfg. Co	1700 Grand Ave. Middletown, Ohio
North East Metal Products Corp	Safedge Bldg. Merrick, NY
Reliable Metal Products Co. Inc.	25 Elm Ave. Mt. Vernon, NY
Safedge Metal Products	Merrick, NY
Standard Steel Cabinet	3701 - 15th Milwaukee Ave. Chicago 41, Ill
Victor Ventilator Div. The Philip Carey Mfg. Co	329 S Wayne Ave. Cincinnati 15, Ohio
Zenith Metal Products Co	Primos, Pa

CADDIES, *BEVERAGE*

Aloa Corp	Washington Hts. Eau Claire, Wis.
Artcraft Wire Works	230 5th Ave. New York 1, NY
Bartlett Collins Co	Linden & Cleveland Sts. Sapulpa, Okla
English Bellows Mfg. Co	27 W 27th St. New York 1, NY
Gailstyn Company	1150 Broadway, New York, NY
Kromex Corp	880 E 72nd St. Cleveland 8, Ohio
Lotus Glass Co., The	Lock Box 191, Barnesville, Ohio
Newland Schneeloch & Piek Inc	1107 Broadway, New York, NY
Ohio Wire Products Co. Inc	1025 E 5th Ave. Columbus, Ohio
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Universal Fan Co. Inc. & McCormick Mfg. Co	12 W 2nd St. Peru, Ind
Viking Importrade Inc	225 5th Ave. New York 10, NY

CAN OPENERS: See OPENERS, *CAN*

CANDLESTICKS & HOLDERS

American Bravo Co	5624 W Washington Blvd. Los Angeles 16, Cal
American Import Co., The	1167 Mission St. San Francisco 3, Cal
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Beagle Mfg. Co	91 Beacon Pl. Pasadena 8, Cal
Bel-Aire Products Co	813 Johnston St. Akron 6, Ohio
Berea College Student Industries	Berea, Ky
Blume Inc., S. J.	569 Broadway, New York 12, NY
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY

Non-Electric Housewares

Brandon Brown Inc	Box 1, Burlingame, Cal
Columbia Wax Products Co	94-15 100th St. Ozone Park, NY
Curran Co., Frank J.	8101 S Main St. Downers Grove, Ill
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Dillingham Woodenware	Box 186, Hart, Mich
Doranne of California	803 E Macy St. Los Angeles 12, Cal
Fine Arts Studio	1121-31 Waverly St. Philadelphia 47, Pa
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Freeman & Son Inc., I.	12 E 52nd St. New York 22, NY
Gailstyn Company	1150 Broadway, New York, NY
Green Mountain Studios Inc	White River Junction, Vt
Haeger Potteries Inc	7 Maiden Ln. Dundee, Ill
Harvin Company, The	1010 E Main St. Waynesboro, Va
Herbert A B Corp.	Stonington, Conn
Holt-Howard Associates	639 Canal St. Stamford, Conn
International Silver Co., The	500 S Broad St. Meriden, Conn
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Kean Industries Inc	320 N Elizabeth, Chicago, Ill
Kemple Glass Works, John E.	1902 Pine St. Kenova, W Va
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Maison Gourmet Ltd	1170 Broadway, New York 1, NY
Maison Internation Ltd	30 W 15th St. New York 11, NY
Manufacturer's Marketing Co	299 Madison Ave. New York 17, NY
Marsh Industries	224 E 16th St. Los Angeles 15, Cal
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Mexican Products Co	Box 506, Laredo, Tex
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Patio Products Inc	275 Jefferson St. Newark 5, NJ
Pilgrim Glass Corp	225 5th Ave. New York, NY
Quon-Quon Co	1823 S Hope St. Los Angeles, Cal
Red Wing Potteries Inc	Red Wing, Minn
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Rogers Co., W. T.	Box 2095, Madison 5, Wis
Rothschild Bros. Inc	812 Mateo St. Los Angeles 21, Cal
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Shafford Co., The	225 5th Ave. New York 10, NY
Soria & Simon Co	403 E 62nd St. New York, NY
Styson Art Products Co	543 W 23rd St. New York 11, NY
Viking Importrade Inc	225 5th Ave. New York 10, NY
Virginia Metalcrafters Inc	1010 E Main St. Waynesboro, Va
Wecolite Co. Inc	126 5th Ave. New York 11, NY
Western Wax Corp. Ltd	973 Minna St. San Francisco, Cal
Wilton Products Inc	Wrightsville, Pa
Woodcrest by Styson	543 W 23rd St. New York 11, NY

CANISTER SETS

Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
American Import Co., The	1167 Mission St. San Francisco 3, Cal
Automotive Rubber Co. Inc	12550 Beech Rd. Detroit, Mich
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Batlin & Son Inc., L.	49-51 W 23rd St. New York 10, NY
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Block J. & I.	1225 Broadway, New York 1, NY
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Cal-Dak Co. The	2525 Military Ave. Los Angeles 64, Cal
Century Plastic Co	Sawyer Passway, Fitchburg, Mass
Cheinco Inc	William St. Burlington, NJ
Cincinnati Galvanizing Co	4879 Spring Grove Ave. Cincinnati 32, Ohio
Columbus Plastic Products Inc.	1625 W Mound St. Columbus 23, Ohio
Continental Can Co. Inc. Decoware Div.	530 5th Ave. New York 36, NY
Daher Co	43-34 37th St. Long Island City 1, NY
Damar Prods Inc.	Damar Bldg. Elizabeth, NJ
Davar Products Inc	15 W 26th St. New York 10, NY
Decoware Div. Continental Canco Inc	530 5th Ave. New York 36, NY
Doranne of California	803 E Macy St. Los Angeles 12, Cal
Douglas & Co., Inc., David	1332 S 26th St. Manitowoc, Wis
Embassy Giftwares	801-1/2 E Macy St. Los Angeles 12, Cal
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Esty Sales Co	888 River Ave. New York 52, NY
Everedy Co	East St. Frederick, Md
Fabcraft Inc	Frenchtown, NJ
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
G.S.N. Co	2619 Cherry St. Kansas City 8, Mo
Garner & Co	1164 Broadway, New York 1, NY
Hadley Pottery Co. Inc	1570 Story Ave. Louisville 6, Ky
Harvell-Kilgore Sales Corp	Box 127, Bolivar, Tenn
Holt-Howard Associates	639 Canal St. Stamford, Conn
Idealware Inc	184-10 Jamaica Ave. Hollis 23, NY
Illinois Pure Aluminum Co.	Holmes & Talcott Ave. Lemont, Ill
Kay Co. Inc., W.	19 W 23rd St. New York 10, NY
Kreamerware Inc	1164 Broadway, New York 1, NY
Kromex Corp	880 E 72nd St. Cleveland 8, Ohio
Lawson Co., The, F. H.	Evans & Whatsley Sts. Cincinnati 4, Ohio
Lincoln Metal Products Corp	225-42nd St. Brooklyn 32, NY
Luce Mfg. Co	18 Marshall St. S Norwalk, Conn
Maison Gourmet Ltd	1170 Broadway, New York 1, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Marsh Industries	224 E 16th St. Los Angeles 15, Cal
Master Metal Products Inc	291 Chicago St. Buffalo 5, NY
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Mishan & Sons, E.	6 W 28th St. New York 1, NY
National Silver Co	241 5th Ave. New York 16, NY
Newland Schneeloch & Piek Inc	1107 Broadway, New York, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Pantry Queen Products Inc	225 42nd St. Brooklyn 32, NY
Peoria Metal Specialty Co	2501 S Washington St. Peoria 2, Ill
Premier Mfg. Co	2520-2534 S Western Ave. Chicago 8, Ill
Ransburg Co. Inc., Harper J.	1234 Barth Ave. Indianapolis 7, Ind
Ray Control Co	244 5th Ave. New York 1, NY
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Ross Products Co	1107 Broadway, New York, NY
Roto Broil Corp. of America	33-00 Northern Blvd. Long Island City, NY
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Shafford Co., The	225 5th Ave. New York 10, NY
Speco Products Div. Specialty Sheet Metal Mfg. Co. Inc	1702 N Milwaukee Ave. Chicago 47, Ill
Styson Art Products Co	543 W 23rd St. New York 11, NY
Tipp Novelty Co	Tipp City, Ohio
Treasure Craft	2320 N Alameda, Compton, Cal
West Bend Co., The	West Bend, Wis
Woodcrest by Styson	543 W 23rd St. New York 11, NY
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY

CANS, *KITCHEN GARBAGE*

1. *METAL*
2. *METAL, STEP-ON*
3. *PLASTIC*
4. *PLASTIC, STEP-ON*

Bennett Mfg. Co., 2	Railroad St. Alden, NY
Cal-Dak Co. The, 4	2525 Military Ave. Los Angeles 64, Cal
Cincinnati Galvanizing Co., 1-2	4879 Spring Grove Ave. Cincinnati 32, Ohio
Columbus Plastic Products Inc., 3-4	1625 W Mound St. Columbus 23, Ohio
Como Plastics Inc., 3	2455 National Rd. Columbus, Ind
Continental Can Co. Inc. Decoware Div., 1-2	530 5th Ave. New York 36, NY
Dormeico Inc., 3	Box 64313, Los Angeles 64, Cal
Dover Stamping Co	427 Plymouth Ave. Fall River, Mass
Eastern Can Co., 1	306 Bremen St. E Boston 28, Mass
Fabcraft Inc., 2	Frenchtown, NJ
Federal Enameling & Stamping Co., 3	Thompson Ave. McKees Rocks, Pa
Garner & Co., 2	1164 Broadway, New York 1, NY
Gary-Alan Products Co., 1-3	1026 Milwaukee Ave. Chicago 22, Ill
Harvell-Kilgore Sales Corp., 1-2	Box 127, Bolivar, Tenn
Idealware Inc	184-10 Jamaica Ave. Hollis 23, NY
Kreamerware Inc	1164 Broadway, New York 1, NY
Lawson Co., The, F. H., 1	Evans & Whatsley Sts. Cincinnati 4, Ohio
Levitz, Harry, 2	1150 Broadway, New York 1, NY
Lincoln Metal Products Corp., 2	225-42nd St. Brooklyn 32, NY
Lisk-Savory Corp., 1-2	245 Gorham St. Canandaigua, NY
Master Metal Products Inc., 2	291 Chicago St. Buffalo 5, NY
Metalcraft Mfg. Corp., 2	Bent & Potomac Sts. St Louis 16, Mo
Pantry Queen Products Inc., 2	225 42nd St. Brooklyn 32, NY
Peoria Metal Specialty Co., 2	2501 S Washington St. Peoria 2, Ill
Republic Molding Corp., 3-4	6467 N Avondale Ave. Chicago 31, Ill
Roto Broil Corp. of America, 2	33-00 Northern Blvd. Long Island City, NY
Schlueter Mfg. Co., 1	4700 Goodfellow, St Louis 20, Mo
Stainless Metals Inc., 1	19-42 42nd St. Long Island City 5, NY
Transparent Specialties Corp., 3	3828 E 91st St. Cleveland 5, Ohio
U. S. Stamping Co. Div. of Lisk-Savory Corp., 2	Fostoria Ave. Moundsville, W Va
U. S. Steel Products Div. U. S. Steel Corp., 1-2	5100 Santa Fe Ave. Los Angeles 58, Cal

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Washington Steel Products Inc., 1-2-3	1940 E 11th St. Tacoma 2, Wash
Wheeling Corrugating Co., 1	1134 Market St. Wheeling, W Va

CANS, *TRASH*
1. METAL
2 PLASTIC

Adams Co., The, 1	100 E 4th St. Dubuque, Iowa
Alladin Plastics Inc., 2	1415 W 178 St. Gardena, Cal
Beacons Plastics Corp., 2	82 Needham St. Newton Highlands 61, Mass
Cal-Dak Co. The, 2	2525 Military Ave. Los Angeles 64, Cal
Cincinnati Galvanizing Co	4879 Spring Grove Ave. Cincinnati 32, Ohio
Columbus Plastic Products Inc., 2	1625 W Mound St. Columbus 23, Ohio
Continental Can Co. Inc. Decoware Div., 1	530 5th Ave. New York 36, NY
Dover Stamping Co	427 Plymouth Ave. Fall River, Mass
Eastern Can Co., 1	306 Bremen St. E Boston 28, Mass
Esty Sales Co., 2	888 River Ave. New York 52, NY
Federal Enameling & Stamping Co., 2	Thompson Ave. McKees Rocks, Pa
Harvell-Kilgore Sales Corp., 1	Box 127, Bolivar, Tenn
Lawson Co., The, F. H., 1	Evans & Whateley Sts. Cincinnati 4, Ohio
Lisk-Savory Corp., 1	245 Gorham St. Canandaigua, NY
Nash Merchandise Co., E. T., 1	725 Broadway, New York 3, NY
Reeves Steel & Mfg. Co. Div. of Empire-Reeves Steel Corp., 1	Dover, Ohio
Republic Molding Corp., 2	6467 N Avondale Ave. Chicago 31, Ill
Schluster Mfg. Co., 1	4700 Goodfellow, St Louis 20, Mo
Sexton Can Co. Inc., 1	31 Cross St. Everett 49, Mass
Stainless Metals Inc., 1	19-42 42nd St. Long Island City 5, NY
U. S. Steel Products Div. U. S. Steel Corp., 1	5100 Santa Fe Ave. Los Angeles 58, Cal
Wheeling Corrugating Co., 1	1134 Market St. Wheeling, W Va
Witt Comice Co., The, 1	4454 Steel Pl. Cincinnati 9, Ohio

CARAFES, *WATER*
1. INSULATED
2. NON-INSULATED

American Thermos Products Co., The, 1	Thermos Ave. Norwich, Conn
Bar & Barbeque	1627 W 135th St. Gardena, Cal
Blenko Glass Co., 2	Milton, W Va
Block J. & I., 2	1225 Broadway, New York 1, NY
Club Aluminum Products Co., 2	825 26th St. La Grange Park, Ill
Gailstyn Company	1150 Broadway, New York, NY
Gay Fad Studio Inc., 2	220 Pierce Ave. Lancaster, Ohio
Giftware Corp., 1-2	200 W Central Ave. Roselle, Ill
Holt-Howard Associates, 2	639 Canal St. Stamford, Conn
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Krischer Metal Products Co., 2	631 Kent Ave. Brooklyn 11, NY
Langbein-Giftwares Division, 1	161 Willoughby St. Brooklyn 1, NY
Maryland Plastics Inc., 2	9 E 37th St. New York 16, NY
Maxwell-Phillips Co. Inc., 1	225 5th Ave. New York 10, NY
N F C Engineering Co., 1	2939 6th Ave. N, Anoka, Minn
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
Pfaltzgraff Pottery Co., The, 2	W King St. Extd. York, Pa
Pilgrim Glass Corp	225 5th Ave. New York, NY
Sheridan Silver Co. Inc., 2	90 Ingell St. Taunton, Mass
Viking Importrade Inc	225 5th Ave. New York 10, NY
Watt Pottery Co., The, 2	101-115 China St. Crooksville, Ohio
Wilson Specialties Co. Inc., 2	90 Ingell St. Taunton, Mass

CARTS
1. HOSTESS, SERVING
2. LAUNDRY
3. SHOPPING & UTILITY

Allied Tube Corp., 3	Bristol, Bath & Hedley Sts. Philadelphia 37, Pa
Ames Co., O., 1	Box 1580, Parkersburg, W Va
Beh Housewares Corp., 3	1150 Broadway, New York, NY
Belvedere Space Saving Products Co., 1	230 Fifth Ave. New York 1, NY
Bush Brothers Products Corp., 1	Little Valley, NY
Cal-Dak Co. The, 1-2-3	2525 Military Ave. Los Angeles 64, Cal
Cartwright Inds. Corp., 3	74-80 W Sheffield Ave. Englewood, NJ
Clamage Mfg. Co., S. A., 1	10460 W 9 Mile Rd. Detroit 37, Mich
Dee Mfg. Corp., 1	46 Oliver St. Newark 5, NJ
English Bellows Mfg. Co., 1	27 W 27th St. New York 1, NY
Falco Products Co., 2	1100 W York St. Philadelphia 33, Pa
Franklin Bernard Co., 3	Hedley & Bath Sts. Philadelphia 37, Pa
Gailstyn Company, 1	1150 Broadway, New York, NY
Gen-O-Craft Inc., 1	1619 N Clybourne Ave. Chicago 14, Ill
Guild Products Inc	245 5th Ave. New York 16, NY
Hamilton Cosco Inc., 1	2525 State St. Columbus, Ind
Hettrick Mfg. Company The, 1	1401 Summit St. Toledo, Ohio
Jaxton Mfg. Corp., 1	Glens Falls, NY
Joel Mfg. Co. Inc., 1	6437 S State St. Chicago 21, Ill
Koch Sons Inc., George, 1	10 S 11th Ave. Evansville 4, Ind
Krischer Metal Products Co., 1	631 Kent Ave. Brooklyn 11, NY
Lith-O-Ware Products Inc., 1-2-3	2700 N Paulina St. Chicago 14, Ill
Marshallan Mfg. Co., 1-2-3	1971 W 85 St. Cleveland 2, Ohio
Maxwell-Phillips Co. Inc., 1	225 5th Ave. New York 10, NY
Mell-Hoffmann Mfg. Co., 1	1827 W Webster Ave. Chicago 14, Ill
Meyer & Sons, W. F., 2	400 N Wells St. Chicago 10, Ill
Mitchell Industries, Dennis, 1-2-3	4424 Paul St. Philadelphia, Pa
National Silver Co	241 5th Ave. New York 16, NY
Nu Chrome Sales Co., 1	1848 E Vernon Ave. Los Angeles 58, Cal
Phoenix Furniture Corp., 1	1125 Jefferson Ave. Sheboygan, Wis
Quaker Industries, 1-2	2500 60th St. Kenosha, Wis
Re-Ly-On Metal Products Inc., 1	238 Eagle St. Brooklyn 22, NY
Salton Mfg. Co. Inc., 1	519 E 72nd St. New York 21, NY
Select Wares Inc., 1	230 5th Ave. New York 1, NY
Sensation Mower Inc	7577 Burlington, Ralston, Neb
Snyder Mfg. Co., 3	22nd & Ontario Sts. Philadelphia 40, Pa
Three Mountaineers Inc., 1	Box 5066, Ashville, NC
Trimble Products Inc., 1	Southern Pines, NC
Welmaid Products Inc., 2	1529 Armitage Ave. Chicago 22, Ill
Yeoman Corp., The, 1	American Furniture Mart, Chicago, Ill

CARVING SETS, *TABLE*

Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Boker & Co. Inc., H.	101 Duane St. New York, NY
Burns Mfg. Co	1208 E Water St. Syracuse 3, NY
Case & Sons Cutlery Co., W. R.	20 Russell Blvd. Bradford, Pa
Crane Imports Inc	124 W 30th St. New York 1, NY
Cutlers Guild Ltd. Div. of Imperial Intl. Corp.	1776 Broadway, New York, NY
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Eisenberg-Lozano Inc.	53 E 34th St. New York 16, NY
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Freeman & Son Inc., I.	12 E 52nd St. New York 22, NY
Griffon Cutlery Corp	151 W 19th St. New York 11, NY
Hamilton Import Corp	132 Front St. New York 5, NY
Harris & Sons, A. J.	817 A Ave. NW, Cedar Rapids, Iowa
Hohmann Cutlery Inc.	424 Commercial Ave. Palisades Park, NJ
Hull Cutlers Corp., John	1239 Broadway, New York 1, NY
Imperial Knife Associated Companies Inc	1776 Broadway, New York 19, NY
International Silver Co., The	500 S Broad St. Meriden, Conn
Ka-Bar Inc	434 N 9th St. Olean, NY
Lifetime Cutlery Corp	54 Knickerbocker Ave. Brooklyn 37, NY
Mishan & Sons, E.	6 W 28th St. New York 1, NY
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
National Silver Co	241 5th Ave. New York 16, NY
Oneida Silversmiths	Oneida, NY
Ontario Knife Co	Franklinville, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Pomerantz Inc., Julie	230 Fifth Ave. New York 1, NY
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Robeson Cutlery Co. Inc	36 N Main St. Perry, NY
Silvercraft Co. Inc.	164-170 A St. Boston 10, Mass
Supreme Cutlery Corp	11 W 30th St. New York 1, NY
Utica Cutlery Co	820 Noyes St. Utica 4, NY
Washington Forge Inc	Harrison Ave. Englishtown, NJ

CARVING KNIVES & SETS, *KITCHEN*

Ami Co. Inc	3404 Main St. Buffalo, NY
Ashe-Houston Co	Box 307, Glenbrook, Conn
Boker & Co. Inc., H.	101 Duane St. New York, NY
Burns Mfg. Co	1208 E Water St. Syracuse 3, NY
Case & Sons Cutlery Co., W. R.	20 Russell Blvd. Bradford, Pa
Crane Imports Inc	124 W 30th St. New York 1, NY
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
David Sales & Mfg. Co	4001 Galloway, Sandusky, Ohio
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill

Non-Electric Housewares

Harris & Sons, A. J.	817 A Ave. NW, Cedar Rapids, Iowa
Hohmann Cutlery Inc.	424 Commercial Ave. Palisades Park, NJ
Household Mfg. Co	1844 E 22nd St. Los Angeles 58, Cal
Hull Cutlers Corp., John	1239 Broadway, New York 1, NY
Imperial Knife Associatad Companies Inc	1776 Broadway, New York 19, NY
Ka-Bar Inc	434 N 9th St. Olean, NY
Lamson & Goodnow Mfg. Co	45 Conway St. Shelburne Falls, Mass
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Lifetime Cutlery Corp	54 Knickerbocker Ave. Brooklyn 37, NY
Mishan & Sons, E.	6 W 28th St. New York 1, NY
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
National Silver Co	241 5th Ave. New York 16, NY
Olsen Knife Co., Lee E.	Howard City, Mich
Ontario Knife Co	Franklinville, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Robeson Cutlery Co. Inc	36 N Main St. Perry, NY
Supreme Cutlery Corp	11 W 30th St. New York 1, NY
Troike Sales	Box 622, Chicago 90, Ill
Utica Cutlery Co	820 Noyes St. Utica 4, NY
Washington Forge Inc	Harrison Ave. Englishtown, NJ

CASSEROLES

1. *W/WARMER STAND*
2. *W/O WARMER STAND*

Alca Corp	Washington Hts. Eau Claire, Wis
Anchor Hocking Glass Corp., 1-2	440 Glass Ave. Lancaster, Ohio
Benjamin & Medwin Inc., 2	1150 Broadway, New York 1, NY
Bennett & Co., J., 1-2	360 Furman St. Brooklyn, NY
Blackinton Co. Inc., W. & S., 1-2	Meriden, Conn
Block J. & I.	1225 Broadway, New York 1, NY
Borgfeldt Corp., G., 1	1107 Broadway, New York 10, NY
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Carrollton Mfg. Co., 2	Carrollton, Ohio
Century Enterprises Inc	2901 White Plains Rd. New York 67, NY
Chatham Glass Co	4801 Dell Ave. N Bergen, NJ
Club Aluminum Products Co., 1-2	825 26th St. La Grange Park, Ill
Damar Prods. Inc., 2	Damar Bldg. Elizabeth, NJ
Doranne of California, 1	803 E Macy St. Los Angeles 12, Cal
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Embassy Giftwares, 1	801-1/2 E Macy St. Los Angeles 12, Cal
Esty Sales Co., 1	888 River Ave. New York 52, NY
Farber Inc., S. W., 1-2	415 Bruckner Blvd. New York 54, NY
Farber & Shlevin Inc., 2	32 Lexington Ave. Brooklyn, NY
Farber & Son Inc., Sydney	951 Shepherd Ave. Brooklyn 8, NY
Forman Family Inc., 1-2	185-195 Broadway, Brooklyn 11, NY
Frankoma Pottery, 2	Sapulpa, Okla
Gailstyn Company, 1-2	1150 Broadway, New York, NY
Gay Fad Studio Inc., 1	220 Pierce Ave. Lancaster, Ohio
Gilley Inc., 1	240 E 152nd St. Bronx 51, NY
Guild Products Inc	245 5th Ave. New York 16, NY
Hadley Pottery Co. Inc., 2	1570 Story Ave. Louisville 6, Ky
Hamilton Import Corp	132 Front St. New York 5, NY
Holt-Howard Associates, 2	639 Canal St. Stamford, Conn
International Silver Co., The, 2	500 S Broad St. Meriden, Conn
Kay Co. Inc., W., 1-2	19 W 23rd St. New York 10, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Kraftware Corp., 1-2	225 5th Ave. New York, NY
Krischer Metal Products Co., 1-2	631 Kent Ave. Brooklyn 11, NY
Kromex Corp	880 E 72nd St. Cleveland 8, Ohio
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
La Solana Potteries, 2	Box 613, Scottsdale, Ariz
Lehman Bros., 2	197 Grand St. New York 13, NY
Louisville Pottery Co., 2	228 E Bloom St. Louisville 8, Ky
Marsh Industries, 1-2	224 E 16th St. Los Angeles 15, Cal
Maxwell-Phillips Co. Inc., 1	225 5th Ave. New York 10, NY
McCoy Pottery Co., The Nelson, 2	Roseville, Ohio
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
National Silver Co., 1-2	241 5th Ave. New York 16, NY
Newland Schneeloch & Piek Inc., 1	1107 Broadway, New York, NY
Oneida Silversmiths, 2	Oneida, NY
Parker-Gaines Div. Tex Machine Co., 1	38-06 31st St. Long Island City 1, NY
Pearl China & Pottery Co., 2	Box 753, E Liverpool, Ohio
Pfaltzgraff Pottery Co., The, 1-2	W King St. Extd. York, Pa
Prizer-Ware, Textile Machine Works	Box 1382, Reading, Pa
Ray Control Co	244 5th Ave. New York 1, NY
Red Wing Potteries Inc., 1-2	Red Wing, Minn
Regal Ware Inc., 1	Kewaskum, Wis
Revere Copper & Brass Inc. Rome Mfg. Co. Div., 1	201 Mill St. Rome, NY
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Royal Chrome Housewares Inc., 1-2	1956 N Wilmot Ave. Chicago 47, Ill
Royal Dru Inc	103 Erie St. Cambridge 39, Mass
Ruckels Potteries Inc	White Hall, Ill
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal
Schiller & Asmus Inc., 1-2	1525 Mdse Mart, Chicago 54, Ill
Shafford Co., The, 2	225 5th Ave. New York 10, NY
Shelton-Ware Inc., 1-2	143 W 20th St. New York 1, NY
Sheridan Silver Co. Inc., 1-2	90 Ingell St. Taunton, Mass
Soria & Simon Co., 1	403 E 62nd St. New York, NY
Stetson China Co	Lincoln, Ill
Steubenville Pottery Co., 1-2	Steubenville, Ohio
Tri-M Inc., 2	230 5th Ave. New York 1, NY
U. S. Stamping Co. Div. of Lisk-Savory Corp., 2	Fostoria Ave. Moundsville, W Va
Viking Importrade Inc	225 5th Ave. New York 10, NY
Washington Glass Co., The, 1-2	765 Jefferson Ave. Washington, Pa
Watt Pottery Co., The, 1-2	101-115 China St. Crooksville, Ohio
Wearever Aluminum Inc., 1-2	Wearever Bldg. New Kensington, Pa
West Bend Co., The, 1-2	West Bend, Wis
Western Stoneware Co., 1-2	Box 126, Monmouth, Ill
Wilson Specialties Co. Inc., 1-2	90 Ingell St. Taunton, Mass

CHAFING DISHES

1. *W/WARMER STAND*
2. *W/O WARMER STAND*

Anchor Hocking Glass Corp., 1-2	440 Glass Ave. Lancaster, Ohio
Benjamin & Medwin Inc., 1	1150 Broadway, New York 1, NY
Blackinton Co. Inc., W. & S., 1	Meriden, Conn
Block J. & I., 1	1225 Broadway, New York 1, NY
Bloomfield Industries Inc., 1	4546 W 47th St. Chicago 32, Ill
Carrollton Mfg. Co., 2	Carrollton, Ohio
Damar Prods. Inc., 1	Damar Bldg. Elizabeth, NJ
Eisenberg-Lozano Inc., 1	53 E 34th St. New York 16, NY
Freeman & Son Inc., I., 1	12 E 52nd St. New York 22, NY
Gailstyn Company, 1-2	1150 Broadway, New York, NY
International Silver Co., The, 1	500 S Broad St. Meriden, Conn
Krischer Metal Products Co., 1-2	631 Kent Ave. Brooklyn 11, NY
Kromex Corp	880 E 72nd St. Cleveland 8, Ohio
Lehman Bros., 1	197 Grand St. New York 13, NY
Maison Gourmet Ltd., 1	1170 Broadway, New York 1, NY
Maxwell-Phillips Co. Inc., 1	225 5th Ave. New York 10, NY
Mirro Aluminum Co., 1	1512 Washington St. Manitowoc, Wis
National Silver Co., 1-2	241 5th Ave. New York 16, NY
Oneida Silversmiths, 1	Oneida, NY
Parker-Gaines Div. Tex Machine Co., 1	38-06 31st St. Long Island City 1, NY
Pfaltzgraff Pottery Co., The, 2	W King St. Extd. York, Pa
Raymond Chenille Co., 1-2	294 Auburn St. Cranston, RI
Red Wing Potteries Inc., 1-2	Red Wing, Minn
Royal Chrome Housewares Inc., 1	1956 N Wilmot Ave. Chicago 47, Ill
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal
Schiller & Asmus Inc., 1	1525 Mdse Mart, Chicago 54, Ill
Shelton-Ware Inc., 1-2	143 W 20th St. New York 1, NY
Sheridan Silver Co. Inc., 1	90 Ingell St. Taunton, Mass
Silvercraft Co. Inc.	164-170 A St. Boston 10, Mass
Syracuse China	Syracuse 1, NY
Tri-M Inc., 1	230 5th Ave. New York 1, NY
Viking Importrade Inc	225 5th Ave. New York 10, NY
Wearever Aluminum Inc., 1-2	Wearever Bldg. New Kensington, Pa
Wilson Specialties Co. Inc., 1	90 Ingell St. Taunton, Mass
Wright Inc., John, 1	5106 Edmondson Ave. Baltimore 29, md

CHESTS, *HOUSEHOLD, UTILITY*

Crane Imports Inc	124 W 30th St. New York 1, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Mexican Products Co	Box 506, Laredo, Tex
Modern Spacemaster Product Inc	55 Water Mill Ln. Great Neck, NY
Nash Mfg. Co	10024 Carnegie Ave. Cleveland 6, Ohio
North East Metal Products Corp	Safedge Bldg. Merrick, NY
Ohio Stamping & Mfg. Co	5103 Lakeside, Cleveland 14, Ohio
Parkway Plastics Ind	Stelton Rd. New Market, NJ
Pennant Div. of Novo Industrial Corp	9705 Cottage Grove Ave. Chicago 28, Ill
Sandusky Metal Products Inc	504 E Market St. Sandusky, Ohio
Union Steel Chest Corp	94 Church St. LeRoy, NY
Waltham Tool Mfg. Corp	740 South St. Waltham, Mass

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Whitmor Mfg. Co	303 Fifth Ave. New York 16, NY
Zenith Metal Products Co	Primos, Pa

CHESTS, *PICNIC, INSULATED*

American Thermos Products Co., The	Thermos Ave. Norwich, Conn
Automotive Rubber Co. Inc	12550 Beech Rd. Detroit, Mich
Carlisle Mfg. Co	109 Meeker St. Newark 8, NJ
Cornwall Corp	48 Wareham St. Boston 18, Mass
Giftware Corp	200 W Central Ave. Roselle, Ill
Hamilton-Skotch Corp	295 5th Ave. New York 16, NY
Knapp-Monarch Co	Bent & Potomac Sts. St Louis 16, Mo
Metalcraft Mfg. Corp	Bent & Potomac Sts. St Louis 16, Mo
Sexton Can Co. Inc	31 Cross St. Everett 49, Mass

CHIMES, *DOOR*

Carey Mfg. Co., The Philip	1700 Grand Ave. Middletown, Ohio
Edwards Co	90 Connecticut Ave. Norwalk, Conn
Holt-Howard Associates	639 Canal St. Stamford, Conn
Leviton Mfg. Co. Inc	236 Greenpoint Ave. Brooklyn 22, NY
Miami Cabinet Div. Philip Carey Mfg. Co	1700 Grand Ave. Middletown, Ohio
Nu Tone Inc	Madison & Red Bank Rds. Cincinnati 27, Ohio
Victor Ventilator Div. The Philip Carey Mfg. Co	329 S Wayne Ave. Cincinnati 15, Ohio

CHIPPERS & CHOPPERS, *ICE*

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Acme Metal Goods Mfg. Co	2 Orange St. Newark, NJ
Gadget House (Importer)	6 E 20th St. New York 3, NY
Giftware Corp	200 W Central Ave. Roselle, Ill
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Williamson Co. Inc., C. T.	1 Montgomery St. Belleville 9, NJ

CHOPPERS, *FOOD*

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Acme Metal Goods Mfg. Co	2 Orange St. Newark, NJ
Chop-Rite Mfg. Co	880 Cross St. Pottstown, Pa
Feemster Co., W. R.	131-N Main St. Brooklyn, Mich
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
General Slicing Machine Co. Inc	Walden, NY
Griscer Industries Inc	Box 327, Garrett, Ind
Keyco Products Inc	Wrightsville, Pa
Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Major Slicing Mach. Corp	Rt. 208, Walden, NY
Mouli Mfg. Corp	91 Broadway, Jersey City 6, NJ
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Parkway Plastics Inc	Stelton Rd. New Market, NJ
RIVAL MFG. CO., Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY

CHRISTMAS DECORATIONS
1. *DOOR & WINDOW*
2. *OUTDOOR, NON-ELECTRIC*
3. *TREE*
4. *TREE HOLDERS*
5. *WREATHS*

Adams Co., The, 4	100 E 4th St. Dubuque, Iowa
Adler-Jones Co., 1-3-5	521 Wabash Ave. Chicago, Ill
Aluminum Hardwares Inc., 1-2-3	Harrison St. & Circle Ave. Forest Park, Ill
American Import Co., The, 1-2-3-5	1167 Mission St. San Francisco 3, Cal
Arandell Products Co., 3-4	3915 Powelton Ave. Philadelphia, Pa
Bay Ridge Specialty Co., 1	96 Stokes Ave. Trenton 6, NJ
Bel-Aire Products Co	813 Johnston St. Akron 6, Ohio
Ben-Mont, The Dow Chemical Co., Dobeckmun Div	Bennington, Vt
Blume Inc., S. J., 1-2-3-5	569 Broadway, New York 12, NY
Carey-McFall Co., 3	2156 E Dauphin St. Philadelphia, Pa
Carroll & Co., J. B., 1-2	319 N Albany Ave. Chicago 12, Ill
Cleo Corp., 1	596 Jefferson Ave. Memphis, Tenn
Commonwealth Plastics Corp., 1	98 Adams St. Leominster, Mass
Damar Prods. Inc, 1-2-3-4	Damar Bldg. Elizabeth, NJ
Educational Products Co., 1	Hope, NJ
Electro Eng. Products Co. Inc., 3-4	609 W Lake St. Chicago 6, Ill
Flambeau Plastics Corp., 3-4	800 Lynn Ave. Baraboo, Wis
Flower Products Co. Inc	2424 S Cottage Grove Ave. Chicago, Ill
Frank Plastics Corp., 1-3-5	91 Pallister, Detroit 2, Mich
Great Lakes Tractor Co., The, 4	Rock Creek, Ohio
Hahn Co., Arthur W., 3-5	199 Lafayette St. New York, NY
Holt-Howard Associates, 1-2-3-5	639 Canal St. Stamford, Conn
Hub Floral Mfg. Co., 1-2-3-4-5	15 Sleeper St. Boston, Mass
Keen Industries Inc., 1	320 N Elizabeth, Chicago, Ill
Miracloth Sales Chicopee Mfg. Corp., 1	Box 68, Milltown, NJ
Nesbit Inds. Inc., 1	1823 N Milwaukee Ave. Chicago 47, Ill
Noma Lites, Inc., 1-3-4-5	55 W 13th St. New York 11, NY
Novel-Craft Mfg. Co., 1-2-3-4-5	58 E 11 St. New York, NY
Pacific-Western Pacific Import Co., 1-2-3-4-5	1325 S Los Angeles St. Los Angeles, Cal
Paper Novelty Mfg. Co., 1-3-5	166 Henry St. Stamford, Conn
Paragon Glass Works Inc., 3	Ind. Park, Westminister St. Lewistin, Me
Parallel Mfg. Corp., 3	32 E 10th St. New York 3, NY
Quon-Quon Co., 1-2-3-4-5	1823 S Hope St. Los Angeles, Cal
R & H Guarantee Products, 4	5440 W Cermak Rd. Cicero 50, Ill
Regal Ware Inc., 4	Kewaskum, Wis
Republic Fastener Products Corp., 3-5	216 Midland Ave. Saddle Brook, NJ
Ross Products Co	1107 Broadway, New York, NY
S-B Mfg. Co., 4	11320 Watertown Plank Rd. Milwaukee 13, Wis
Shafford Co., The	225 5th Ave. New York 10, NY
Soria & Simon Co	403 E 62nd St. New York, NY
Spartus Corp.	2110 W Walnut St. Chicago 12, Ill
Thomas Co. Inc., The, 1-3-5	21-21 41st Ave. Long Island, NY
Troike Sales, 1-2-3	Box 622, Chicago 90, Ill
United States Silver Tree Co., 3	1015 Capouse, Scranton, Pa
Warren Inds. Inc., 3-4	120 S Rancho Ave. San Bernardino, Cal

CLEANERS, *CARPET & RUG:* See FLOOR CARE

CLEANERS, *STEAM IRON*

Afta Solvents Corp	Glen Cove, NY
Dritz & Sons, John	1115 Broadway, New York 10, NY
Fast Chemical Products Corp	965 Nepperhan Ave. Yonkers, NY
ILLINOIS WATER TREATMENT CO., Adv Pg 160	**Box 560, Rockford, Ill**
Master Specialty Products Mfg. Co	165 Nye Ave. Newark 8, NJ
Reeno Corp	2634 Woodson Rd. St Louis 14, Mo
Rosmar Mfg. Co	554 W Adams St. Chicago 6, Ill
Surco Products Inc	1040 E 33rd St. Hialeah, Fla

CLEAVERS, *MEAT*

Case & Sons Cutlery Co., W. R.	20 Russell Blvd. Bradford, Pa
Hohmann Cutlery Inc	424 Commercial Ave. Palisades Park, NJ
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
Ontario Knife Co	Franklinville, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Utica Cutlery Co	820 Noyes St. Utica 4, NY

CLIPPERS, *HAIR*

Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Boker & Co. Inc., H.	101 Duane St. New York, NY

CLOCK-RADIO: See HOME ELECTRONICS

CLOCKS, *MECHANICAL*
1. *ALARM*
2. *BUILT-IN*
3. *GRANDFATHER*
4. *KITCHEN*
5. *MANTEL OR DESK*
6. *TRAVEL ALARM*
7. *WALL*

Non-Electric Housewares

American Import Co., The, 7	1167 Mission St. San Francisco 3, Cal
Berea College Student Industries, 3-7	Berea, Ky
Damar Prods. Inc., 7	Damar Bldg. Elizabeth, NJ
Excel Mfg. Corp., 7	20th & S Walnut Sts. Muncie, Ind
Grand Rapids Dowel Works, 7	701 West Burton, Grand Rapids 9, Mich
Haddon Products, 7	800 S Ada, Chicago 7, Ill
Harris Company Inc., L., 1-4-5-6-7	443 Park Ave. S, New York 16, NY
Landau & Co. Inc., Max, 1-5-6-7	22 W 48th St. New York 36, NY
Lux Clock Mfg. Co. Inc., 1	95 Johnson St. Waterbury 20, Conn
Miller Clock Co., Howard, 2-3-4-5-7	110 W Washington St. Zeeland, Mich
Overocean Clock Co., 1-2-3-4-5-6-7	6 W 18th St. New York 11, NY
Parallel Mfg. Corp., 7	32 E 10th St. New York 3, NY
Patio Supply Co., 1-5-6	1315 Rainier Ave. Seattle, Wash
Poole Products Co., 1-2-3-4-5-7	1-20 Wadsworth St. Auburn, NY
Ransie Watch Co., 1-4-5-6-7	302 5th Ave. New York 1, NY
Revere Clock Co., The, 3-5-7	Hwy. 12 W, Starkville, Miss
Rothschild Bros. Inc., 5	812 Mateo St. Los Angeles 21, Cal
Roxhall Time Corp., 1-5-7	43 W 24th St. New York 10, NY
Schiller & Asmus Inc., 4-7	1525 Mdse Mart, Chicago 54, Ill
Seth Thomas Clocks Div. of General Time Corp., 1-4-5-6-7	135 S Main St. Thomaston, Conn
Three Mountaineers Inc., 7	Box 5066, Ashville, NC
Verity South Hall Ltd. Inc., 5	670 S Coast Hwy. Laguna Beach, Cal
Westclox Div. of General Time Corp., 1-2-4-5-6-7	La Salle, Ill
Woodcroftery Shops Inc., The, 3-4-5-7	Coley Bldg. Wayland, NY

CLOCKS, *ELECTRIC*: See ELECTRIC HOUSEWARES

COASTERS

Aloa Corp	Washington Hts. Eau Claire, Wis
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Arlen Industries Inc	444 12th St. Brooklyn 15, NY
Automotive Rubber Co. Inc	12550 Beech Rd. Detroit, Mich
Aviation Distributors Inc	Box 1, Inwood, NY
Bar & Barbeque	**1627 W 135th St. Gardena, Cal**
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Blackinton Co. Inc., W. & S.	Meriden, Conn
Blume Inc., S. J.	569 Broadway, New York 12, NY
Bonley Products Co. Inc	331 S Peoria St. Chicago 7, Ill
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Brandon Brown Inc	Box 1, Burlingame, Cal
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Curran Co., Frank J.	8101 S Main St. Downers Grove, Ill
Davar Products Inc	15 W 26th St. New York 10, NY
Farber & Shlevin Inc	32 Lexington Ave. Brooklyn, NY
Flambeau Plastics Corp	**800 Lynn Ave. Baraboo, Wis**
Gailstyn Company	1150 Broadway, New York, NY
Green Mountain Studios Inc	White River Junction, Vt
Hadley Pottery Co. Inc	1570 Story Ave. Louisville 6, Ky
Harvell-Kilgore Sales Corp	Box 127, Bolivar, Tenn
Holt-Howard Associates	639 Canal St. Stamford, Conn
Ideal Rubber Products Co	273 Van Sinderen Ave. Brooklyn 7, NY
Kelcey Products	1687 McDonald Ave. Brooklyn 30, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Lith-O-Ware Products Inc	2700 N Paulina St. Chicago 14, Ill
Mahana Importing Co	7 W 30th St. New York 1, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Melco Foundry & Mfg Co	2021-25 W Ferdinand St. Chicago 12, Ill
Milbern Mfg. Co	47-45 Vernon Blvd. Long Island City 1, NY
Miracloth Sales Chicopee Mfg. Corp	Box 68, Milltown, NJ
Mishan & Sons, E.	6 W 28th St. New York 1, NY
Nash Merchandise Co., E. T.	725 Broadway, New York 3, NY
National Products Inc	900 Baxter Ave. Louisville 4, Ky
Newland Schneeloch & Piek Inc	1107 Broadway, New York, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Parallel Mfg. Corp	32 E 10th St. New York 3, NY
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Quon-Quon Co	1823 S Hope St. Los Angeles, Cal
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Rogers Plastic Corp	100 Arnold St. W, Warren, Mass
Romar Plastics	1311 E Main St. St Charles, Ill
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Shafford Co., The	225 5th Ave. New York 10, NY
Shuler Co	5400 E 96 St. Cleveland 25, Ohio
Social Supper Inc	Pine St. Coshocton, Ohio
Stetson China Co	Lincoln, Ill
Stylecraft Studios Inc	Coshocton, Ohio
Trayco Inc	Chrysler Bldg. New York 17, NY
Troike Sales	Box 622, Chicago 90, Ill
Viking Importrade Inc	225 5th Ave. New York 10, NY
Walther Co., Ray J.	2718 Kingman Blvd. Des Moines 11, Iowa
World Distributors Inc	1355 Market St. San Francisco, Cal

COCKTAIL SHAKERS & SETS

Ami Co. Inc	3404 Main St. Buffalo, NY
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Bennett & Co., J.	360 Furman St. Brooklyn, NY
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Color Process	1223 W El Segrando, Gardena, Cal
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Farber & Shlevin Inc	32 Lexington Ave. Brooklyn, NY
Fay Products Co	1831 Old Bayshore Hwy. Burlingame, Cal
Gailstyn Company	1150 Broadway, New York, NY
Gay Fad Studio Inc	220 Pierce Ave. Lancaster, Ohio
Gilley Inc	240 E 152nd St. Bronx 51, NY
International Silver Co., The	500 S Broad St. Meriden, Conn
Kraftware Corp	225 5th Ave. New York, NY
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Melcor Inc	66 Barker St. Calais, Me
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
N F C Engineering Co	2939 6th Ave. N, Anoka, Minn
Newland Schneeloch & Piek Inc	1107 Broadway, New York, NY
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
Pilgrim Glass Corp	225 5th Ave. New York, NY
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Social Supper Inc	Pine St. Coshocton, Ohio
Stylecraft Studios Inc	Coshocton, Ohio
Vermont Plastics Inc	35 Blanchard Ct. Montpelier, Vt
Viking Importrade Inc	225 5th Ave. New York 10, NY

COFFEEMAKERS

1. *DRIP*
2. *PERCOLATOR*

Baruch Petranker Import Co. Inc., Coronet Div., 2	1147 Howard St. San Francisco, Cal
Benjamin & Medwin Inc., 2	1150 Broadway, New York 1, NY
Carrollton Mfg. Co., 1-2	Carrollton, Ohio
Chemex Corp., 1	41 Murray St. New York 7, NY
Club Aluminum Products Co., 1-2	825 26th St. La Grange Park, Ill
Columbian Enameling & Stamping Co. Inc	1536 Beach St. Terre Haute, Ind
CORY CORP., 2, Adv Pge 183, 154	**3200 W Peterson Ave. Chicago 45, Ill**
Douglas & Co., Inc., David, 2	1332 S 26th St. Manitowoc, Wis
Ekco-Flint Div., Ekco Products Co., 1-2	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co., 1-2	500 Oberlin Rd. SW, Massillon, Ohio
Federal Enameling & Stamping Co., 1-2	Thompson Ave. McKees Rocks, Pa
Illinois Pure Aluminum Co., 1-2	Holmes & Talcott Ave. Lemont, Ill
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Lisk-Savory Corp	245 Gorham St. Canandaigua, NY
Mardigian Corp. Buckeye Div., 2	Wooster, Ohio
Mazzoli Coffee Inc., 1	236 Ave. U, Brooklyn, NY
Mirro Aluminum Co., 1-2	1512 Washington St. Manitowoc, Wis
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Pearl China & Pottery Co., 1	Box 753, E Liverpool, Ohio
Proctor-Silex Corp., 2	700 W Tabor Rd. Philadelphia 10, Pa
Ray Control Co	244 5th Ave. New York 1, NY
Regal Ware Inc., 2	Kewaskum, Wis
Revere Copper & Brass Inc. Rome Mfg. Co. Div., 1-2	201 Mill St. Rome, NY
Robinson Clay Products Co., 1	65 W State St. Akron 9, Ohio
Ross Products Co., 2	1107 Broadway, New York, NY
Schiller & Asmus Inc., 1	1525 Mdse Mart, Chicago 54, Ill
Stainless Ware Co., 1-2	Kearney Park, Flora, Miss
U. S. Stamping Co. Div. of Lisk-Savory Corp., 2	Fostoria Ave. Moundsville, W Va
Wearever Aluminum Inc., 1-2	Wearever Bldg. New Kensington, Pa
West Bend Co., The, 1-2	West Bend, Wis

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

COFFEE SERVING SETS

American Thermos Products Co., The	Thermos Ave. Norwich, Conn
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Blackinton Co. Inc., W. & S.	Meriden, Conn
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Club Aluminum Products Co	825 26th St. La Grange Park, Ill
Freeman & Son Inc., I.	12 E 52nd St. New York 22, NY
Gailstyn Company	1150 Broadway, New York, NY
Gay Fad Studio Inc	220 Pierce Ave. Lancaster, Ohio
Gilley Inc	240 E 152nd St. Bronx 51, NY
Holt-Howard Associates	639 Canal St. Stamford, Conn
Lehman Bros	197 Grand St. New York 13, NY
Maison Gourmet Ltd	1170 Broadway, New York 1, NY
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Oneida Silversmiths	Oneida, NY
Pearl China & Pottery Co	Box 753, E Liverpool, Ohio
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Proctor-Silex Corp	700 W Tabor Rd. Philadelphia 10, Pa
Raymond Chenille Co	294 Auburn St. Cranston, RI
Red Wing Potteries Inc	Red Wing, Minn
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal
Shefford Co., The	225 5th Ave. New York 10, NY
Sheridan Silver Co. Inc	90 Ingall St. Taunton, Mass
Stetson China Co.	Lincoln, Ill
Tri-M Inc	230 5th Ave. New York 1, NY
Viking Importrade Inc	225 5th Ave. New York 10, NY
Wilson Specialties Co. Inc	90 Ingall St. Taunton, Mass

COLANDERS

Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
Automatic Wire Goods Mfg. Co. Inc	38 S Gerard Ave. New York 51, NY
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Block J. & I.	1225 Broadway, New York 1, NY
Chemex Corp	41 Murray St. New York 7, NY
Club Aluminum Products Co	825 26th St. La Grange Park, Ill
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Esty Sales Co	888 River Ave. New York 52, NY
Farber Inc., S. W	415 Bruckner Blvd. New York 54, NY
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Idealware Inc	184-10 Jamaica Ave. Hollis 23, NY
Illinois Pure Aluminum Co.	Holmes & Talcott Ave. Lemont, Ill
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Raymond Chenille Co	294 Auburn St. Cranston, RI
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY

COOKERS

1. *CANNING*
2. *STEAM*
3. *STEAM-PRESSURE*
4. *WATERLESS*

Bremer Co., W. S., 4	New Washington, Ohio
Club Aluminum Products Co., 1-2-3-4	825 26th St. La Grange Park, Ill
Columbian Enameling & Stamping Co. Inc	1536 Beach St. Terre Haute, Ind
Ekco-Flint Div., Ekco Products Co., 4	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co., 1-2-4	500 Oberlin Rd. SW, Massillon, Ohio
Federal Enameling & Stamping Co., 1-2	Thompson Ave. McKees Rocks, Pa
Hines-Park Foods Inc., 4	408 E State St. Ithaca, NY
Illinois Pure Aluminum Co., 1	Holmes & Talcott Ave. Lemont, Ill
Lish-Savory Corp., 1	245 Gorham St. Canandaigua, NY
Mirro Aluminum Co., 1-2-3-4	1512 Washington St. Manitowoc, Wis
National Presto Industries, 3	Eau Claire, Wis
Regal Ware Inc., 1-4	Kewaskum, Wis
Schiller & Asmus Inc., 4	1525 Mdse Mart, Chicago 54, Ill
Spun Aluminum Products Corp., 2	81 Spring St. New York 12, NY
Vischer Products Co., 3	2815 W Roscoe St. Chicago 18, Ill
Wearever Aluminum Inc., 1-3-4	Wearever Bldg. New Kensington, Pa
West Bend Co., The, 4	West Bend, Wis

COOKIE SHEETS

Campbell Stainless Sales Corp	33 Murtland Ave. Washington, Pa
Club Aluminum Products Co	825 26th St. La Grange Park, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Everedy Co	East St. Frederick, Md
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Foil-Tex Aluminum Co	580 S Alameda St. Los Angeles 13, Cal
Gadget House (Importer)	6 E 20th St. New York 3, NY
Grayline Housewares Inc	19 N Union St. Elgin, Ill
Illinois Pure Aluminum Co.	Holmes & Talcott Ave. Lemont, Ill
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Northland Aluminum Products Inc	Hwy. #7 at Belt Line, Minneapolis 16, Minn
Regal Ware Inc	Kewaskum, Wis
Schlueter Mfg. Co	4700 Goodfellow, St Louis 20, Mo
Stainless Ware Co	Kearney Park, Flora, Miss
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
West Bend Co., The	West Bend, Wis
Zachman & Co	5004 Wilson Ave. Chicago 30, Ill

COOKWARE: *See item desired*

COOLERS, *WINE*

Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Blackinton Co. Inc., W. & S.	Meriden, Conn
Chemex Corp	41 Murray St. New York 7, NY
Freeman & Son Inc., I.	12 E 52nd St. New York 22, NY
International Silver Co., The	500 S Broad St. Meriden, Conn
Kraftware Corp	225 5th Ave. New York, NY
Lehman Bros	197 Grand St. New York 13, NY
Leipzig Co., A.	18 W 27th St. New York 1, NY
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
National Silver Co	241 5th Ave. New York 16, NY
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal
Springer-Penguin Inc	9-07 34th Ave. Long Island City 6, NY
Tri-M Inc	230 5th Ave. New York 1, NY

COPPERWARE, *DECORATIVE*

Beagle Mfg. Co	91 Beacon Pl. Pasadena 8, Cal
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Gadget House (Importer)	6 E 20th St. New York 3, NY
Gailstyn Company	1150 Broadway, New York, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Mexican Products Co	Box 506, Laredo, Tex
Pomerantz Inc., Julie	230 Fifth Ave. New York 1, NY
Quon-Quon Co	1823 S Hope St. Los Angeles, Cal
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Treasure Craft	2320 N Alameda, Compton, Cal
Viking Importrade Inc	225 5th Ave. New York 10, NY
Virginia Metalcrafters Inc	1010 E Main St. Waynesboro, Va
West Bend Co., The	West Bend, Wis

CORD HOLDERS, *IRON*

Proctor-Silex Corp	700 W Tabor Rd. Philadelphia 10, Pa
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Sto-A-Way Co	Box 466, Fullerton, Cal
Zachman & Co	5004 Wilson Ave. Chicago 30, Ill

CORERS, *FRUIT & VEGETABLE*

Acme Metal Goods Mfg. Co	2 Orange St. Newark, NJ
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Ontario Knife Co	Franklinville, NY

CORKS & CORKSCREWS

Bar & Barbeque	1627 W 135th St. Gardena, Cal
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal

Non-Electric Housewares

Ellwood Co., The	5530 W Harrison St. Chicago 44, Ill
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Langner Mfg. Co	12 W 27th St. New York 1, NY
Leeds of California	235 Westminster Ave. Venice, Cal
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Moody Machine Products Co	44 Dudley St. Providence 5, RI
National Glass Mfg. Co	39-41 Mechanic St. Buffalo 2, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Parker-Gaines Div. Tex Machine Co	39-05 31st St. Long Island City 1, NY
Ray Control Co	244 5th Ave. New York 1, NY
Viking Importrade Inc	225 5th Ave. New York 10, NY
Williamson Co. Inc., C. T.	1 Montgomery St. Belleville 9, NJ

COVERINGS, *SELF-ADHESIVE*
1. PAPER SURFACE
2. PLASTIC SURFACE

Kimberly-Clark Corp., 2	Neenah, Wis
Stix Products Inc., 1-2	866 6th Ave. New York 1, NY
Synthetic Fabrics Inc., 2	65 Main St. Springfield 4, Mass
Weiss & Klau, 2	462 Broadway, New York 13, NY

COVERS
1. AIR CONDITIONER
2. SMALL APPLIANCE

Acme Awning & Tent Co., 1	3964 30th St. San Diego 4, Cal
Al-lon Mfg. Co. Inc., 2	123-125-127 W Barre St. Baltimore, Md
All-Weather Supply Co. Inc., 1	1186 Broadway, New York 1, NY
Almont Mfg. Co., 1-2	36 Whittier St. Roxbury, Mass
Associated Bag & Apron Co., 1	901 W Huron St. Chicago 22, Ill
Bel-Aire Products Co., 1-2	813 Johnston St. Akron 6, Ohio
Blossom Mfg. Co. Inc., 1-2	2337 McDonald Ave. Brooklyn 23, NY
Carlan Products Inc., 1-2	1650 Coney Island Ave. Brooklyn 30, NY
Chaseline Div. of Chase Bag Co., 2	6427 W Capitol Dr. Milwaukee 16, Wis
Covermaster Mfg. Co., 2	1040 N Highland Ave. Los Angeles 38, Cal
Ever-Shine Polishing Cloth Co., 2	138 Grand St. New York 13, NY
Excello Ltd	1400 W Fulton St. Chicago 7, Ill
Goring Plastics Div. Studebaker-Packard Corp	N 7th St. Kenilworth, NJ
International Covers Corp., 1	532 Broadway, New York 12, NY
Jo-Do Specialty Co. Inc	389 5th Ave. New York 16, NY
Leipzig Co., A., 2	18 W 27th St. New York 1, NY
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Miracloth Sales Chicopee Mfg. Corp	Box 68, Milltown, NJ
Pal Novelty Co. Inc., 2	1741 Sheepshead Bay Rd. Brooklyn 35, NY
Plastic Specialties Co., 1-2	Box 1948, Memphis 1, Tenn
Postcraft Co., 1-2	1220 W 6th Ave. Cleveland 13, Ohio
Ru/Son Products Co. Div. of Rubenstien & Sons, J., 1	278 Johnston Ave. Jersey City, NJ
Schwartz & Co. Inc., Chas.	1400 W Fulton, Chicago, Ill
Seal Sac Inc., 2	6 E 39th St. New York 16, NY
Stainless Ware Co	Kearney Park, Flora, Miss
Triangle Mfg. Co. Inc., 1-2	286 5th Ave. New York 1, NY
Wickford Products Inc., 1-2	449 Broadway, New York 13, NY
Wolf Mfg. Co., 2	6101 W Washington Blvd. Culver City, Cal

COVERS, *DISH & CAKE*

Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
Associated Plastic Div. Inc	945 George St. Chicago 40, Ill
Bel-Aire Proudcts Co	813 Johnston St. Akron 6, Ohio
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Covermaster Mfg. Co	1040 N Highland Ave. Los Angeles 38, Cal
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Giftware Corp	200 W Central Ave. Roselle, Ill
Illinois Pure Aluminum Co	Holmes & Talcott Ave. Lemont, Ill
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Lincoln Metal Products Corp	225-42nd St. Brooklyn 32, NY
Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Northwest Plastics Inc	65 Plato Ave. St Paul 1, Minn
Plastic Fabricators Inc	73 Wallace St. New Haven, Conn
Regal Ware Inc	Kewaskum, Wis
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
RIVAL MFG. CO., Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Roto Broil Corp. of America	33-00 Northern Blvd. Long Island City, NY
Seal Sac Inc	6 E 39th St. New York 16, NY
Stainless Ware Co	Kearney Park, Flora, Miss
West Bend Co., The	West Bend, Wis

COVERS, & *PADS, IRONING TABLE*

Al-lon Mfg. Co. Inc	123-125-127 W Barre St. Baltimore, Md
Atlas Textile Prods	811 N 19th St. Philadelphia 30, Pa
Bel-Aire Products Co	813 Johnston St. Akron 6, Ohio
Clark Co., The J. R.	Spring Park, Minn
Covermaster Mfg. Co	1040 N Highland Ave. Los Angeles 38, Cal
Craftmade Prods. Co. Div. Notion Accessories Mfrs.	286 5th Ave. New York, NY
Excello Ltd	1400 W Fulton St. Chicago 7, Ill
Gem Inc	Box 7218, Memphis, Tenn
General Textile Co	58-62 Colden St. Newark 3, NJ
Lighthouse Industries of the New York Assoc. for the Blind	36-20 Northern Blvd. Long Island City, NY
Lorch & Co. Inc., H.	288 Flushing Ave. Brooklyn 5, NY
Meyer & Sons, W. F.	400 N Wells St. Chicago 10, Ill
Notion Accessories Mfrs	286 5 Ave. New York, NY
Pressing Supply Co	5695 Rising Sun Ave. Philadelphia 20, Pa
S & F Co	Box 217, W Hartford 7, Conn
Schwartz & Co. Inc., Chas.	1400 W Fulton, Chicago, Ill
Simplex Textile Co	4433 N Damen Ave. Chicago 25, Ill
Starcross Inc	Box 647, Easley, SC
Triangle Mfg. Co. Inc	286 5th Ave. New York 1, NY
Welmaid Products Inc	1529 Armitage Ave. Chicago 22, Ill

CRIMPERS, *PIE*

Bonley Products Co. Inc	331 S Peoria St. Chicago 7, Ill
Brown Inc., John Clark	1 Montgomery St. Belleville 9, NJ
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Gadget House (Importer)	6 E 20th St. New York 3, NY
Hirco Mfg. Co	2430 W Chicago Ave. Chicago 22, Ill
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY

CRUETS

Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Bennett & Co., J.	360 Furman St. Brooklyn, NY
Blenko Glass Co	Milton, W Va
Farber & Son Inc., Sydney	951 Shepherd Ave. Brooklyn 8, NY
Hadley Pottery Co. Inc	1570 Story Ave. Louisville 6, Ky
Holt-Howard Associates	639 Canal St. Stamford, Conn
Kemple Glass Works, John E.	1902 Pine St. Kenova, W Va
Kennedy Bros	11 Main St. Vergennes, Vt
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Maison International Ltd	30 W 15th St. New York 11, NY
National Glass Mfg. Co	39-41 Mechanic St. Buffalo 2, NY
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Red Wing Potteries Inc	Red Wing, Minn
Styson Art Products Co	543 W 23rd St. New York 11, NY
Woodcrest by Styson	543 W 23rd St. New York 11, NY

CRUMBERS

Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Kennedy Bros	11 Main St. Vergennes, Vt
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Maison International Ltd	30 W 15th St. New York 11, NY

CRUSHERS, *ICE*

Bar & Barbeque	1827 W 135th St. Gardena, Cal
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Grayline Housewares Inc	19 N Union St. Elgin, Ill
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Ray Control Co	244 5th Ave. New York 1, NY
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

RIVAL MFG. CO., Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
SWING-A-WAY MFG. CO., Adv Pg 162	**4100 Beck Ave. St Louis 16, Mo**
Viking Importrade Inc	225 5th Ave. New York 10, NY

CUPS & MUGS

Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
American Import Co., The	1167 Mission St. San Francisco 3, Cal
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Bar & Barbeque	1627 W 135th St. Gardena, Cal
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Batlin & Son Inc., L.	49-51 W 23rd St. New York 10, NY
Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Block J. & I.	1225 Broadway, New York 1, NY
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Byrd Plastics Inc	2950 W 12th St. Erie, Pa
Canonsburg Pottery Co	Box 110, Canonsburg, Pa
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Commonwealth Plastics Corp	98 Adams St. Leominster, Mass
Davar Products Inc	15 W 26th St. New York 10, NY
Doranne of California	803 E Macy St. Los Angeles 12, Cal
Esty Sales Co	888 River Ave. New York 52, NY
Giftware Corp	200 W Central Ave. Roselle, Ill
Hadley Pottery Co. Inc	1570 Story Ave. Louisville 6, Ky
Hazel-Atlas Glass Co. Div. Continental Can Co. Inc.	15th & Jacob Sts. Wheeling, W Va
Holt-Howard Associates	639 Canal St. Stamford, Conn
Klay Kraft Pottery Co	Box 296, Milford, Neb
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
La Solana Potteries	Box 613, Scottsdale, Ariz
Louisville Pottery Co	228 E Bloom St. Louisville 8, Ky
Mahana Importing Co	7 W 30th St. New York 1, NY
Maison International Ltd	30 W 15th St. New York 11, NY
McCoy Pottery Co., The Nelson	Roseville, Ohio
Milbern Mfg. Co	47-45 Vernon Blvd. Long Island City 1, NY
N F C Engineering Co	2939 6th Ave. N, Anoka, Minn
National Silver Co	241 5th Ave. New York 16, NY
Newland Schneeloch & Piek Inc	1107 Broadway, New York, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Pearl China & Pottery Co	Box 753, E Liverpool, Ohio
Perfection Store Device Co	637 E 71st St. Chicago 19, Ill
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Red Wing Potteries Inc	Red Wing, Minn
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Rogers Plastic Corp	100 Arnold St. W, Warren, Mass
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Shafford Co., The	225 5th Ave. New York 10, NY
Stetson China Co	Lincoln, Ill
Superior Plastics Inc	426 N Oakley Blvd. Chicago 12, Ill
Syracuse China	Syracuse 1, NY
Trump Plastics Co	712 Melvin, Cuyahoga Falls, Ohio
U. S. Stamping Co. Div. of Lisk-Savory Corp	Fostoria Ave. Moundsville, W Va
Viking Importrade Inc	225 5th Ave. New York 10, NY
Watt Pottery Co., The	101-115 China St. Crooksville, Ohio
Western Stoneware Co	Box 126, Monmouth, Ill
Westland Plastics Inc	800 N Mitchell Rd. Newbury Park, Cal

CUPS, *MEASURING*

Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Batlin & Son Inc., L.	49-51 W 23rd St. New York 10, NY
Byrd Plastics Inc	2950 W 12th St. Erie, Pa
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Commonwealth Plastics Corp	98 Adams St. Leominster, Mass
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Esty Sales Co	888 River Ave. New York 52, NY
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Hazel-Atlas Glass Co. Div. Continental Can Co. Inc.	15th & Jacob Sts. Wheeling, W Va
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Nestway Products Inc	1010 Lyndale Ave. N, Minneapolis, Minn
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Parkway Plastics Inc	Stelton Rd. New Market, NJ
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY

RIVAL MFG. CO., Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Rogers Plastic Corp	100 Arnold St. W, Warren, Mass
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Spun Aluminum Products Corp	81 Spring St. New York 12, NY
Stainless Ware Co	Kearney Park, Flora, Miss
Superior Plastics Inc	426 N Oakley Blvd. Chicago 12, Ill
Viking Importrade Inc	225 5th Ave. New York 10, NY
Walther Co., Ray J.	2718 Kingman Blvd. Des Moines 11, Iowa
Westland Plastics Inc	800 N Mitchell Rd. Newbury Park, Cal

CUTLERY: *See* FLATWARE; KNIVES

CUTTERS

1. *BISCUIT, COOKIE*
2. *CAKE*
3. *FRENCH FRY (POTATO)*
4. *FRUIT, SALAD & VEGETABLE*
5. *PIE DOUGH*

Acme Metal Goods Mfg. Co., 3-4	2 Orange St. Newark, NJ
Baruch Petranker Import Co. Inc., Coronet Div., 2	1147 Howard St. San Francisco, Cal
Bluffton Slaw Cutter Co., 4	331 N Main St. Bluffton, Ohio
Brown Inc., John Clark, 1	1 Montgomery St. Belleville 9, NJ
Burns Mfg. Co., 3	1208 E Water St. Syracuse 3, NY
Damar Prods. Inc., 3	Damar Bldg. Elizabeth, NJ
Educational Products Co., 1	Hope, NJ
Ekco-Autoyre Div., Ekco Products Co., 1-3	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co., 1	500 Oberlin Rd. SW, Massillon, Ohio
Foodco Appliance Corp., Sub. Kitchen-Quip Inc., 2-4	Waterloo, Ind
Frederick Co. Inc., R.A., 3	2353 May St. Cincinnati 6, Ohio
Gadget House (Importer), 1-2-3	6 E 20th St. New York 3, NY
General Slicing Machine Co. Inc., 4	Walden, NY
Grayline Housewares Inc., 3-4	19 N Union St. Elgin, Ill
Hines-Park Foods Inc., 4	408 E State St. Ithaca, NY
Hull Cutlers Corp., John, 3	1239 Broadway, New York 1, NY
Imperial Knife Associated Companies Inc., 4	1776 Broadway, New York 19, NY
Kesco Mfg. Co., 1-3-5	5646 S Kimbark Ave. Chicago 37, Ill
Langner Mfg. Co., 2	12 W 27th St. New York 1, NY
Mirro Aluminum Co., 1-2	1512 Washington St. Manitowoc, Wis
Novel-Craft Mfg. Co., 1-3	58 E 11 St. New York, NY
Pacific-Western Pacific Import Co., 3	1325 S Los Angeles St. Los Angeles, Cal
Progressus Co., 3	16 W 22nd St. New York 10, NY
Rochow Swirl Mixer Co., 1	Box 4005, Rochester 10, NY
Schneider Mfg. Co., C. J., 2	1622 Roosevelt Ave. Toledo 7, Ohio
Spun Aluminum Products Corp., 1	81 Spring St. New York 12, NY
Thomsen & Co., August, 1	490 Woodward Ave. Ridgewood, Brooklyn 37, NY
Thurnauer Co. Inc., G. M., 1-2-3	6 - E 20th St. New York 3, NY
Wecolite Co. Inc	126 5th Ave. New York 11, NY
Zachman & Co., 1-2	5004 Wilson Ave. Chicago 30, Ill

DECALCOMANIAS

Ludlow Papers A Div. of Ludlow Corp	Needham Hts. 94, Mass
Meyercord Co., The	5323 W Lake St. Chicago 44, Ill
Palm Brothers Decalcomania Co	3691 Regent Ave. Cincinnati 12, Ohio

DECANTERS

Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
Alca Corp	Washington Hts. Eau Claire, Wis
American Bravo Co	5624 W Washington Blvd. Los Angeles 16, Cal
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Bar & Barbeque	1627 W 135th St. Gardena, Cal
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Blenko Glass Co	Milton, W Va
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Commonwealth Plastics Corp	98 Adams St. Leominster, Mass
CORY CORP., Adv Pgs 153, 154	**3200 W Peterson Ave. Chicago 45, Ill**
Creative Industries Inc	5531 State Rd. Cleveland 34, Ohio
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Davar Products Inc	15 W 26th St. New York 10, NY
E-Z Por Mfg. Corp	4315 N Lincoln, Chicago 18, Ill
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Giftware Corp	200 W Central Ave. Roselle, Ill

Non-Electric Housewares

Gilley Inc	240 E 152nd St. Bronx 51, NY
Holt-Howard Associates	639 Canal St. Stamford, Conn
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Mahana Importing Co	7 W 30th St. New York 1, NY
Mexican Products Co	Box 506, Laredo, Tex
Monongahela Valley Cut Glass Co	E Brockway Ave. Box 166, Morgantown, W Va
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Pilgrim Glass Corp	225 5th Ave. New York, NY
Plastics Consolidated Industries	4333 Veterans Hwy. Holbrook, NY
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Rogers Plastic Corp	100 Arnold St. W, Warren, Mass
Shafford Co., The	225 5th Ave. New York 10, NY
Smith Glass Co., L. E.	1900 Liberty St. Mt. Pleasant, Pa
Social Supper Inc	Pine St. Coshocton, Ohio
Stylecraft Studios Inc	Coshocton, Ohio
Viking Importrade Inc	225 5th Ave. New York 10, NY

DECORATORS, *CAKE*

Bonley Products Co. Inc	331 S Peoria St. Chicago 7, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Gadget House (Importer)	6 E 20th St. New York 3, NY
Hirco Mfg. Co	2430 W Chicago Ave. Chicago 22, Ill
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Thomsen & Co., August	490 Woodward Ave. Ridgewood, Brooklyn 37, NY
Thumauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Wearever Aluminum Inc	Wearever Bldg. New Kensington, Pa
Wecolite Co. Inc	126 5th Ave. New York 11, NY
Zachman & Co	5004 Wilson Ave. Chicago 30, Ill

DINETTE SETS

Carolina Crafts Co	707 Boulevard St. Statesville, NC
Gilton Mfg. Corp	85-99 5th Ave. Paterson, NJ
Koch Sons Inc., George	10 S 11th Ave. Evansville 4, Ind
Norquist Product Inc	Jamestown, NY
Nu Chrome Sales Co	1848 E Vernon Ave. Los Angeles 58, Cal
Salterini Co., John B.	41 E 57th St. New York 22, NY
Syracuse China	Syracuse 1, NY
Wood-Craft Manufacturers Inc	601-615 S Longwood St. Baltimore 23, Md

DINNERWARE

1. *CHINA*
2. *GLASS*
3. *PLASTIC*
4. *POTTERY*

Admiral Plastic Corp., 3	557 Wortman Ave. Brooklyn 8, NY
Anchor Hocking Glass Corp., 2	440 Glass Ave. Lancaster, Ohio
Baruch Petranker Import Co. Inc., Coronet Div., 1-4	1147 Howard St. San Francisco, Cal
Blackinton Co. Inc., W. & S.	Meriden, Conn
Block J. & I.	1225 Broadway, New York 1, NY
Boonton Molding Corp., 3	300 Myrtle Ave. Boonton, NJ
Borgfeldt Corp., G., 1-4	1107 Broadway, New York 10, NY
Brastoff Sascha Products Ind., 1	11520 W Olympic Blvd. Los Angeles 64, Cal
Brookpark Inc., 3	11701 Shaker Blvd. Cleveland 20, Ohio
Byrd Plastics Inc., 3	2950 W 12th St. Erie, Pa
California Molded Products Inc., 3	Santa Paula, Cal
Canonsburg Pottery Co., 4	Box 110, Canonsburg, Pa
Canton Glass Co. Inc., 2	Box 311, Hartford City, Ind
Como Plastics Inc., 3	2455 National Rd. Columbus, Ind
Conrad Crafters, 1-2-4	3521 Jacob St. Wheeling, W Va
Davar Products Inc	15 W 26th St. New York 10, NY
Eagle Affiliates Inc., 3	557 Wortmen Ave. Brooklyn 8, NY
Esty Sales Co., 3	888 River Ave. New York 52, NY
Frankoma Pottery, 4	Sapulpa, Okla
French-Saxon China Co., The	Baugh Ave. Sebring, Ohio
Gladding, McBean Franciscan Dinnerware Co., 1-4	2901 Los Feliz Blvd. Los Angeles 39, Cal
Gould Novelties Inc	741 Meacham Ave. Elmont, NY
Grove Plastic Prods., 3	4245 Belle Aire Ln. Downers Grove, Ill
Hadley Pottery Co. Inc., 4	1570 Story Ave. Louisville 6, Ky
Hazel-Atlas Glass Co. Div. Continental Can Co. Inc., 2	15th & Jacob Sts. Wheeling, W Va
Kay Co. Inc., W., 1-4	19 W 23rd St. New York 10, NY
Kenro Corp., 3	Fredonia, Wis
Knobler & Co., Alfred E., 1-4	225 5th Ave. New York 10, NY
Langbein-Giftwares Division, 1-4	161 Willoughby St. Brooklyn 1, NY
La Solana Potteries, 4	Box 613, Scottsdale, Ariz
Lenox Plastics Inc., 3	4417 Olastha Ave. St. Louis 16, Mo
Louisville Pottery Co., 4	228 E Bloom St. Louisville 8, Ky
Majestic Products, 4	58 Webster Ave. New Rochelle, NY
Mallory Plastics Co., 3	3670 Milwaukee Ave. Chicago 41, Ill
Metro Molding Corp., 3	14411 Caine Ave. Cleveland 28, Ohio
Mexican Products Co., 4	Box 506, Laredo, Tex
Milbern Mfg. Co., 1	47-45 Vernon Blvd. Long Island City 1, NY
National Silver Co., 1-4	241 5th Ave. New York 16, NY
Newland Schneeloch & Piek Inc., 1-2-4	1107 Broadway, New York, NY
Norcrest China Co., 1	115 NW 1st Ave. Portland, Ore
Northern Industrial Chemical Co. Inc., 3	11 Elkins St. Boston 27, Mass
Oneida Silversmiths, 3	Oneida, NY
Pacific-Western Pacific Imports Co., 1-4	1325 S Los Angeles St. Los Angeles, Cal
Parallel Mfg. Corp., 2	32 E 10th St. New York 3, NY
Pearl China & Pottery Co., 4	Box 753, E Liverpool, Ohio
Pfaltzgraff Pottery Co., The, 4	W King St. Extd. York, Pa
Plastic Mfg. Co., 3	2700 S Westmoreland Ave. Dallas 33, Tex
Prolon Plastics Div. Pro-Phy-Lac-Tic Brush Co., 3	221 Pine St. Florence, Mass
Quon-Quon Co., 1	1823 S Hope St. Los Angeles, Cal
Red Wing Potteries Inc., 1-4	Red Wing, Minn
Roberts Co., Fred, 1-4	1578 Howard St. San Francisco 3, Cal
Robinson Clay Products Co., 4	65 W State St. Akron 9, Ohio
Rogers Plastic Corp., 3	100 Arnold St. W, Warren, Mass
Ross Products Co., 4	1107 Broadway, New York, NY
Royal China Co. Inc., 3-4	Box 111, Sebring, Ohio
Royalon Inc., 3-4	15-70 Mdse. Mart, Sebring, Ohio
Ruckels Potteries Inc., 4	White Hall, Ill
Sabin China Co. Inc., 1-2	Box 421, McKeesport, Pa
Salem China Co., 4	Salem, Ohio
Schiller & Asmus Inc., 4	1525 Mdse Mart, Chicago 54, Ill
Scio Pottery Co., 1	Scio, Ohio
Shafford Co., The, 1-4	225 5th Ave. New York 10, NY
Sinaco Co. Inc., 1-2	261 5th Ave. New York 16, NY
Soria & Simon Co., 4	403 E 62nd St. New York, NY
Spaulding Industries, 3	3550 N Spaulding, Chicago 18, Ill
Stetson China Co., 3-4	Lincoln, Ill
Steubenville Pottery Co., 4	Steubenville, Ohio
Superior Plastics Inc., 3	426 N Oakley Blvd. Chicago 12, Ill
Syracuse China, 1	Syracuse 1, NY
Trump Plastics Co., 3	712 Melvin, Cuyahoga Falls, Ohio
Viking Importrade Inc., 1-4	225 5th Ave. New York 10, NY
Wedgwood & Sons Inc., Josiah, 1-4	24 E 54th St. New York 22, NY
Westinghouse Dinnerware Department., 3	1105 Railroad Ave. Bridgeport 2, Conn

DISH DRAINERS

Art Wire Creations Inc	41 Wayne Ave. Suffern, NY
Columbus Plastic Products Inc.	1625 W Mound St. Columbus 23, Ohio
Esty Sales Co	888 River Ave. New York 52, NY
Ideal Rubber Products Co	273 Van Sinderen Ave. Brooklyn 7, NY
Levitz, Harry	1150 Broadway, New York 1, NY
Maryland Plastics Inc	9 E 37th St. New York 16, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Pretty Products Inc	Coshocton, Ohio
Schacht Rubber Mfg. Co. Inc	238 Polk St. Huntington, Ind
Transparent Specialties Corp	3828 E 91st St. Cleveland 5, Ohio

DISH HOLDERS

Art Wire Creations Inc	41 Wayne Ave. Suffern, NY
Dometco Inc	Box 64313, Los Angeles 64, Cal
Elgin Novelties	% Greensfelder B-210, NE Corner 47th & Pine Sts. Philadelphia 43, Pa
Endicott-Seymour of Ann Arbor	Box 1405, Ann Arbor, Mich
Ideal Rubber Products Co	273 Van Sinderen Ave. Brooklyn 7, NY
Maryland Plastics Inc	9 E 37th St. New York 16, NY
Tatcher, Ernest	266 NW 25th St. Miami, Fla

DISH PANS

1. *METAL*
2. *PLASTIC*
3. *RUBBER*

Alladin Plastics Inc., 2	1415 W 178 St. Gardena, Cal
Beacons Plastics Corp., 2	82 Needham St. Newton Highlands 61, Mass

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Bloomfield Industries Inc., 1	4546 W 47th St. Chicago 32, Ill
Brittain Products Co., 2	Cuyahoga Falls, Ohio
Columbus Plastic Products Inc., 2	1625 W Mound St. Columbus 23, Ohio
Como Plastics Inc., 2	2455 National Rd. Columbus, Ind
Enterprise Aluminum Co., 1	500 Oberlin Rd. SW, Massillon, Ohio
Esty Sales Co., 2	888 River Ave. New York 52, NY
Federal Enameling & Stamping Co., 2	Thompson Ave. McKees Rocks, Pa
Illinois Pure Aluminum Co., 1	Holmes & Talcott Ave. Lemont, Ill
Klein Max Inc., 2	8915 North End, Ferndale 20, Mich
Lisk-Savory Corp., 1	245 Gorham St. Canandaigua, NY
Maryland Plastics Inc., 2	9 E 37th St. New York 16, NY
Mirro Aluminum Co., 1	1512 Washington St. Manitowoc, Wis
Neatway Products Inc., 2	1010 Lyndale Ave. N, Minneapolis, Minn
Northwest Plastics Inc., 2	65 Plato Ave. St Paul 1, Minn
Pretty Products Inc., 3	Coshocton, Ohio
Republic Molding Corp., 2	6467 N Avondale Ave. Chicago 31, Ill
Schlueter Mfg. Co., 1	4700 Goodfellow, St Louis 20, Mo
Spun Aluminum Products Corp., 1	81 Spring St. New York 12, NY
Transparent Specialties Corp., 2	3828 E 91st St. Cleveland 5, Ohio
U. S. Stamping Co. Div. of Lisk-Savory Corp., 1	Fostoria Ave. Moundsville, W Va

DISHES

1. *BUTTER*
2. *PET*
3. *REFRIGERATOR*
4. *SOAP*

Alladin Plastics Inc., 1-3	1415 W 178 St. Gardena, Cal
Anchor Hocking Glass Corp., 1-3	440 Glass Ave. Lancaster, Ohio
Baruch Petranker Import Co. Inc., Coronet Div., 1	1147 Howard St. San Francisco, Cal
Bay Ridge Specialty Co., 4	96 Stokes Ave. Trenton 6, NJ
Beacons Plastics Corp., 1-2-3	82 Needham St. Newton Highlands 61, Mass
Blackinton Co. Inc., W. & S., 1	Meriden, Conn
Brandon Brown Inc., 4	Box 1, Burlingame, Cal
Burton Mfg. Co., 3	222 Vine St. Middlefield, Ohio
Byrd Plastics Inc., 3	2950 W 12th St. Erie, Pa
Canonsburg Pottery Co., 1	Box 118, Canonsburg, Pa
Cardinal China Co., 1-4	Cardinal Bldg. Carteret, NJ
Citation Housewares Inc., 4	21 Elm Ave. Mount Vernon, NY
Columbus Plastic Products Inc., 1-2-3-4	1625 W Mound St. Columbus 23, Ohio
Commonwealth Plastics Corp., 4	98 Adams St. Leominster, Mass
Deka Plastics Inc., 1-3	906 Westfield Ave. Elizabeth, NJ
Ekco-Autoyre Div., Ekco Products Co., 4	1949 N Cicero Ave. Chicago 39, Ill
Ekco-Flint Div., Ekco Products Co., 3	1949 N Cicero Ave. Chicago 39, Ill
Ethical Products Inc., 2	2351 Bedford Ave. Brooklyn 26, NY
Federal Enameling & Stamping Co., 3	Thompson Ave. McKees Rocks, Pa
Flambeau Plastics Corp., 1	800 Lynn Ave. Baraboo, Wis
Giftware Corp., 3	200 W Central Ave. Roselle, Ill
Hadley Pottery Co. Inc., 1-2	1570 Story Ave. Louisville 6, Ky
Hazel-Atlas Glass Co. Div. Continental Can Co. Inc., 1-3	15th & Jacob Sts. Wheeling, W Va
Holt-Howard Associates, 1	639 Canal St. Stamford, Conn
Hygienic Specialties Inc., 4	487 Broadway, New York 13, NY
Imanton Products Co., 4	70-70 80th St. Glendale 27, NY
Klein Max Inc., 2	8915 North End, Ferndale 20, Mich
Lafayette Products Co. Inc., 4	25 W 31st St. New York, NY
Lee Rubber & Tire Corp., 4	Conshohocken, Pa
Lisk-Savory Corp., 1-3	245 Gorham St. Canandaigua, NY
Maison Gourmet Ltd., 1	1170 Broadway, New York 1, NY
Maison International Ltd., 1	30 W 15th St. New York 11, NY
Maryland Plastics Inc., 3	9 E 37th St. New York 16, NY
Maxwell-Phillips Co. Inc., 4	225 5th Ave. New York 10, NY
Milbern Mfg. Co., 1-4	47-45 Vernon Blvd. Long Island City 1, NY
Mirra Cote Industries, 4	Box 158, El Segundo, Cal
Neatway Products Inc., 3	1010 Lyndale Ave. N, Minneapolis, Minn
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
Pfaltzgraff Pottery Co., The, 1	W King St. Extd. York, Pa
Prestige Hardware Corp., 1	825 S Ajax Ave. City of Industry, Cal
Pretty Products Inc., 2-4	Coshocton, Ohio
Rayco Products Inc., 4	Mill St. Middletown, Conn
Raymond Chenille Co., 1	294 Auburn St. Cranston, RI
Reliable Metal Products Co. Inc., 4	25 Elm Ave. Mt. Vernon, NY
Republic Molding Corp., 1-3	6467 N Avondale Ave. Chicago 31, Ill
Rogers Plastic Corp., 1-3-4	100 Arnold St W, Warren, Mass
Ruckels Potteries Inc., 2	White Hall, Ill
Shafford Co., The, 1	225 5th Ave. New York 10, NY
Smith Glass Co., L. E., 1-4	1900 Liberty St. Mt. Pleasant, Pa
Springfield Tool & Die Co. Inc., 2	109 Springfield Ave. Springfield, NJ
Steubenville Pottery Co., 1-3	Steubenville, Ohio
Superior Plastics Inc., 1	426 N Oakley Blvd. Chicago 12, Ill
Suprise Specialties	210 5th Ave. New York 10, NY
Syracuse China	Syracuse 1, NY
Tel-Tru Mfg. Co., 4	408 St Paul St. Rochester 5, NY
U. S. Stamping Co. Div. of Lisk-Savory Corp., 3	Fostoria Ave. Moundsville, W Va
Viking Glass Co., 1	802 Parkway, New Martinsville, W Va
Watt Pottery Co., The, 2	101-115 China St. Crooksville, Ohio
West Bend Co., The, 1-3	West Bend, Wis
Westland Plastics Inc., 2-3-4	800 N Mitchell Rd. Newbury Park, Cal
Woodlets Inc., 1	2048 Niagara St. Buffalo 7, NY

DISPENSERS, *CONDIMENT*

Anchor Hocking Glass Corp.	440 Glass Ave. Lancaster, Ohio
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Columbus Plastic Products Inc.	1625 W Mound St. Columbus 23, Ohio
Esty Sales Co	888 River Ave. New York 52, NY
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Klik	21756 Dequindre, Hazel Park, Mich
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Mizim Mfg. Co	21756 Dequindre Rd. Hazel Park, Mich
Plastics Consolidated Industries	4333 Veterans Hwy. Holbrook, NY
Rochow Swirl Mixer Co.	Box 4005, Rochester 10, NY
Shafford Co., The	225 5th Ave. New York 10, NY
Walther Co., Ray J.	2718 Kingman Blvd. Des Moines 11, Iowa

DISPENSERS & MEASURES, *LIQUOR*

1. *BOTTLE TOP*
2. *JIGGER*
3. *COMBINATION TOOL*

Anchor Hocking Glass Corp., 2	440 Glass Ave. Lancaster, Ohio
Armstrong Cork Co., 1-2	Lancaster, Pa
Bar & Barbeque, 1-2-3	1627 W 135th St. Gardena, Cal
Bartlett Collins Co., 2	Linden & Cleveland Sts. Sapulpa, Okla
Bloomfield Industries Inc., 2	4546 W 47th St. Chicago 32, Ill
Brandon Brown Inc., 2	Box 1, Burlingame, Cal
Creative Industries Inc., 1	5531 State Rd. Cleveland 34, Ohio
Damar Prods. Inc., 1-2-3	Damar Bldg. Elizabeth, NJ
Davar Products Inc., 3	15 W 26th St. New York 10, NY
Esty Sales Co., 1	888 River Ave. New York 52, NY
Fay Products Co., 1-2	1831 Old Bayshore Hwy. Burlingame, Cal
Gadget House (Importer), 1-2	6 E 20th St. New York 3, NY
Hadley Pottery Co. Inc., 2	1570 Story Ave. Louisville 6, Ky
Holt-Howard Associates, 2	639 Canal St. Stamford, Conn
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Knobler & Co., Alfred E., 2	225 5th Ave. New York 10, NY
Libbey Glass, Div. of Owens-Illinois Glass Co., 2	Toledo, Ohio
Miller Inds. Inc., R. A., 2	1525 Marion St. Grand Haven, Mich
Mirro Aluminum Co., 2	1512 Washington St. Manitowoc, Wis
Mister Bartender Products Inc.	1336 W 228th St. Torrance, Cal
Mizim Mfg. Co., 1	21756 Dequindre Rd. Hazel Park, Mich
Novel-Craft Mfg. Co., 1-2	58 E 11 St. New York, NY
Owens-Illinois Glass Co., 2	Ohio Bldg. Toledo 1, Ohio
Parker-Gaines Div. Tex Machine Co., 2	38-06 31st St. Long Island City 1, NY
Republic Molding Corp., 2	6467 N Avondale Ave. Chicago 31, Ill
Robinson Clay Products Co., 1-2-3	65 W State St. Akron 9, Ohio
Rogers Plastic Corp., 2	100 Arnold St. W, Warren, Mass
Social Supper Inc., 2	Pine St. Coshocton, Ohio
Stylecraft Studios Inc	Coshocton, Ohio
Superior Plastics Inc., 2	426 N Oakley Blvd. Chicago 12, Ill
Thurnauer Co. Inc., G. M., 1-2	6 - E 20th St. New York 3, NY
Viking Importrade Inc., 1-2-3	225 5th Ave. New York 10, NY

DISPENSERS, *TOWEL, PAPER & FOIL*

1. *SINGLE ROLL*
2. *2-ROLL*
3. *3-ROLL*

Acme Metal Goods Mfg. Co., 1	2 Orange St. Newark, NJ
Brooklyn Tinware Mfg. Co	80 Sedgewick St. Brooklyn 31, NY
Burn/Strauss Inc., 3	6606-10th Ave. Los Angeles 43, Cal
Burn/Strauss Inc., 3	6606-10th Ave. Los Angeles 43, Cal

Non-Electric Housewares

Citation Housewares Inc., 1	21 Elm Ave. Mount Vernon, NY
Columbus Plastic Products Inc., 2	1625 W Mound St. Columbus 23, Ohio
Continental Can Co. Inc. Decoware Div., 3	530 5th Ave. New York 36, NY
Ekco-Autoyre Div., Ekco Products Co., 1	1949 N Cicero Ave. Chicago 39, Ill
Fabcraft Inc., 3	Frenchtown, NJ
Fawn Products Corp	30 Rockefeller Plaza, New York 20, NY
G.S.N. Co., 2	2619 Cherry St. Kansas City 8, Mo
Garner & Co	1164 Broadway, New York 1, NY
Gary-Alan Products Co.	1026 Milwaukee Ave. Chicago 22, Ill
Harvell-Kilgore Sales Corp	Box 127, Bolivar, Tenn
Imanton Products Co., 1	70-70 80th St. Glendale 27, NY
Kreamerware Inc	1164 Broadway, New York 1, NY
Kromex Corp	880 E 72nd St. Cleveland 8, Ohio
Lincoln Metal Products Corp., 3	225-42nd St. Brooklyn 32, NY
Maison International Ltd., 2	30 W 15th St. New York 11, NY
Mark Mfg. Co. Inc	Owosso, Mich
Master Metal Products Inc., 3	291 Chicago St. Buffalo 5, NY
Mirra Cote Industries, 1	Box 158, El Segundo, Cal
Mirro Aluminum Co., 1-3	1512 Washington St. Manitowoc, Wis
Pantry Queen Products Inc., 3	225 42nd St. Brooklyn 32, NY
Ransburg Co. Inc., Harper J., 3	1234 Barth Ave. Indianapolis 7, Ind
Reliable Metal Products Co. Inc., 1	25 Elm Ave. Mt. Vernon, NY
Roto Broil Corp. of America	33-00 Northern Blvd. Long Island City, NY
Schiller & Asmus Inc., 1	1525 Mdse Mart, Chicago 54, Ill
Speco Products Div. Specialty Sheet Metal Mfg. Co. Inc., 4	1702 N Milwaukee Ave. Chicago 47, Ill
Washington Steel Products Inc., 3	1940 E 11th St. Tacoma 2, Wash

DISPENSERS, *TISSUE*

Bay Ridge Specialty Co	96 Stokes Ave. Trenton 6, NJ
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Citation Housewares Inc	21 Elm Ave. Mount Vernon, NY
Continental Can Co. Inc. Decoware Div.	530 5th Ave. New York, 36 NY
Daher Co	43-34 37th St. Long Island City 1, NY
Dean, Dorothy	320 E Buffalo, Milwaukee 2, Wis
G.S.N. Co	2619 Cherry St. Kansas City 8, Mo
Gary-Alan Products Co.	1026 Milwaukee Ave. Chicago 22, Ill
Harvell-Kilgore Sales Corp	Box 127, Bolivar, Tenn
Lafayette Products Co. Inc	25 W 31st St. New York, NY
Leeds of California	235 Westminster Ave. Venice, Cal
Maison International Ltd	30 W 15th St. New York 11, NY
Mirra Cote Industries	Box 158, El Segundo, Cal
Nash Merchandise Co., E. T.	725 Broadway, New York 3, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Ransburg Co. Inc., Harper J.	1234 Barth Ave. Indianapolis 7, Ind
Reliable Metal Products Co. Inc.	25 Elm Ave. Mt. Vernon, NY
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Vogue Mfg. Co. Inc	2311 Taylor St. Fort Wayne, Ind
Wolff Products Co	1150 Broadway, New York 1, NY

DOORS, *SHOWER*

1. *GLASS*
2. *PLASTIC*

Famous Shower Curtain Mfg. Corp., 2	109 W 26th St. New York 1, NY
Klik	21756 Dequindre, Hazel Park, Mich
North East Metal Products Corp., 1-2	Safedge Bldg. Merrick, NY
Parallel Mfg. Corp., 2	32 E 10th St. New York 3, NY
Safedge Metal Products, 1-2	Merrick, NY

DRAINBOARDS, *SINK*

Art Wire Creations Inc	41 Wayne Ave. Suffern, NY
Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Coppes Inc	E Market St. Nappanee, Ind
Esty Sales Co	888 River Ave. New York 52, NY
G & S Metal Products Co. Inc	1250 W 65th St. Cleveland 2, Ohio
Ideal Rubber Products Co.	273 Van Sinderen Ave. Brooklyn 7, NY
Maryland Plastics Inc.	9 E 37th St. New York 16, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Pretty Products Inc	Coshocton, Ohio
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Schacht Rubber Mfg. Co. Inc	238 Polk St. Huntington, Ind

DRAINERS, *DISH*

Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
Art Wire Creations Inc	41 Wayne Ave. Suffern, NY
Artcraft Wire Works	230 5th Ave. New York 1, NY
Artistic Wire Products Inc	Norwich Ave. Taftville, Conn
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Esty Sales Co	888 River Ave. New York 52, NY
Ideal Rubber Products Co	273 Van Sinderen Ave. Brooklyn 7, NY
Idealware Inc	184-10 Jamaica Ave. Hollis 23, NY
Maryland Plastics Inc.	9 E 37th St. New York 16, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Pretty Products Inc	Coshocton, Ohio
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Schacht Rubber Mfg. Co. Inc	238 Polk St. Huntington, Ind
Transparent Specialties Corp	3828 E 91st St. Cleveland 5, Ohio

DRYERS, *AIR, CHEMICAL*

Dryrox Inc	2800 Beauchamp, Houston 9, Tex
Dwymar Co	1284 Edgehill Rd. Columbus, Ohio
Speco Inc	7308 Associate Ave. Cleveland 9, Ohio

DRYING RACKS & FRAMES, *CLOTHES*

Artmoore Co	1255 N 6th St. Milwaukee 12, Wis
Beacon Enterprises Inc	286 5th Ave. New York, NY
Beh Housewares Corp	1150 Broadway, New York, NY
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Bush Brothers Products Corp	Little Valley, NY
Carlson Products Inc	6633 Olive Blvd. St Louis 30, Mo
Cartwright Inds. Corp	74-80 W Sheffield Ave. Englewood, NJ
Century Plastic Co	Sawyer Passway, Fitchburg, Mass
Eclipse Metal Mfg. Corp.	Main St. Eden, NY
Edward Co., Bernard	5252 S Kolmar, Chicago, Ill
Falco Products Co	1100 W York St. Philadelphia 33, Pa
Flat Steel Mfg. Co	4330 Fyler Ave. St. Louis 16, Mo
Flexo-Line Co	Box 28, Sidney, Ohio
Hallmark Inds. Corp	2323 Biscayne Blvd. Miami, Fla
Jeb-Rod Corp	1950 N Ruby St. Melrose Park, Ill
Larson Ladder Co	651 Martin Ave. Santa Clara, Cal
Lee-Rowan Co	6301 Etzel Ave. St. Louis 33, Mo
Leipzig Co., A.	18 W 27th St. New York 1, NY
Lyons Co., R. H.	18 W 27th St. New York 1, NY
Meyer & Sons, W. F.	400 N Wells St. Chicago 10, Ill
Mitchell Industries, Dennis	4424 Paul St. Philadelphia, Pa
Rotary Clothes Dryer Co	309, Hatfield, Pa
Sanjo Utility Mfg. Co. Inc	37-45 Grand St. Brooklyn 11, NY
Shelfmaker Products Corp	Arlington Ave. Kearny, NJ
Tri-Products Co.	310 Broad St. Holly, Mich

DUST PANS

A I D Inc	Box 333, Elmont, Alden Manor, NY
Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Brittain Products Co	Cuyahoga Falls, Ohio
Columbus Plastic Products Inc.	1625 W Mound St. Columbus 23, Ohio
Como Plastics Inc	2455 National Rd. Columbus, Ind
Continental Can Co. Inc. Decoware Div.	530 5th Ave. New York 36, NY
Easy Day Mfg. Co	9 Station St. Brookline 47, Mass
Excell Metal Products Inc	2035-41 W Churchill St. Chicago, Ill
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Lisk-Savory Corp	245 Gorham St. Canandaigua, NY
Master Mfg. Co	9200 Inman Ave. Cleveland 5, Ohio
Northwest Plastics Inc	65 Plato Ave. St Paul 1, Minn
Patent Novelty Co	303 8th Ave. Fulton, Ill
Peoria Metal Specialty Co	2501 S Washington St. Peoria 2, Ill
Pretty Products Inc	Coshocton, Ohio
Reliance Molded Plastics	Mason St. Woonsocket, RI
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Rogers Plastic Corp	100 Arnold St. W, Warren, Mass
Schlueter Mfg. Co	4700 Goodfellow, St Louis 20, Mo
Transparent Specialties Corp	3828 E 91st St. Cleveland 5, Ohio
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal
Westland Plastics Inc	800 N Mitchell Rd. Newbury Park, Cal

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

DUSTERS
1. *HOUSEHOLD*
2. *VENETIAN BLIND*

American Sponge & Chamois Co. Inc., 1-2	47-00-34th St. Long Island City 1, NY
Arlen Industries Inc., 1-2	444 12th St. Brooklyn 15, NY
Carey-McFall Co., 2	2156 E Dauphin St. Philadelphia, Pa
Dustikin Products Inc	2472 3rd Ave. Bronx 54, NY
Easy Day Mfg. Co., 1	9 Station St. Brookline 47, Mass
Empire Brushes Inc., 1-2	200 William St. Port Chester, NY
Ever-Shine Polishing Cloth Co., 1-2	138 Grand St. New York 13, NY
Flatt & Co., Jos. O., 1	141 Cedar St. Reading, Pa
Gold Star Polish Mfg. Co. Inc., 1-2	400 E 10th St. N Kansas City 16, Mo
Hoag Duster Co., 1-2	410 N Maple, Monticello, Iowa
Howard Housewares, A Div. of La Pointe Industries Inc., 1	155 W Main St. Rockville, Conn
Kellogg Brush Mfg. Co., 1-2	187 Elm St. Westfield, Mass
Kendall Co., The, 1	111 W 40th St. New York, NY
Kleen Test Products, 1	234 N Broadway, Milwaukee 2, Wis
Leiner & Co., George S., 1-2	1250-1254 Brook Ave. New York 54, NY
Lighthouse Industries of the New York Assoc. for the Blind, 1	36-20 Northern Blvd. Long Island City, NY
Malden Mop & Brush Co., 1-2	7-27 Eden St. Boston 29, Mass
Massasoit Co., 1	Laurelton, NJ
Miracloth Sales Chicopee Mfg. Corp., 1-2	Box 68, Milltown, NJ
National Brush Co., 1	Illinois Ave. Aurora, Ill
New York Feather Duster Co., 1-2	216 Mercer St. New York 12, NY
Novel-Craft Mfg. Co., 2	58 E 11 St. New York, NY
Nu-Wipe Inc., 1	57 N Washington St. Plainville, Conn
Osmo Tanning & Mfg. Co., 1-2	Spartansburg, Pa
Parmet Co. Inc., The, Joseph, 1	Bridge St. Extension, Catasauqua, Pa
Rubon Inc., 1-2	115 S Osage, Independence, Mo
Texas Feathers Inc., 1-2	Box 136, Brownwood, Texas
Thornton Mfg. Co., L. M., 1-2	2625 E 18th St. Kansas City, Mo
Union Wadding Co., 1	125 Goff Ave. Pawtucket, RI
Zephyr Mfg. Co., 1	400 - W 2nd St. Sedalia, Mo

FILES
1. *GENERAL*
2. *RECIPE*

Burn/Strauss Inc., 2	6606-10th Ave. Los Angeles 43, Cal
Burn/Strauss Inc., 2	6606-10th Ave. Los Angeles 43, Cal
Columbus Plastic Products Inc., 2	1625 W Mound St. Columbus 23, Ohio
Elm Industries Inc., 1	4711 13th Ave. Brooklyn 19, NY
G.S.N. Co., 2	2619 Cherry St. Kansas City 8, Mo
Litho Metal Products Co., 1	2490 Lee Blvd. Cleveland 18, Ohio
Marvin Mfg. Co., W. B., 1-2	W Court St. Urbana, Ohio
Novel-Craft Mfg. Co., 1-2	58 E 11 St. New York, NY
Union Steel Chest Corp., 1	94 Church St. LeRoy, NY

FIREPLACE EQUIPMENT & FIXTURES
1. *BASKETS*
2. *BELLOWS*
3. *CARRIERS*
4. *CRANES*
5. *CURTAINS*
6. *LOG RESTS*
7. *SHANK GAPS*
8. *SPARK GUARDS*
9. *TOOLS*

Acme Electric Heating Corp., 6	99 Reading St. Boston 19, Mass
Adams Co., The, 1-2-3-4-5-6-7-8-9	100 E 4th St. Dubuque, Iowa
American Bravo Co., 2	5624 W Washington Blvd. Los Angeles 16, Cal
American Import Co., The, 1	1167 Mission St. San Francisco 3, Cal
Bennett-Ireland Inc., 3-5-6-7-8-9	23 State St. Norwich, NY
Brassware Corp., 1-3-5-6-8-9	Box 385, Roslyn Hts., NY
Centre Brass Works Inc., 1-3-5-6-7-9	2323 Haviland Ave. New York 62, NY
Chaseline Div. of Chase Bag Co., 3	8427 W Capitol Dr. Milwaukee 16, Wis
Christen Mfg. Co., J. C., 2	121 Dock St. St Louis 7, Mo
Damar Prods. Inc., 2	Damar Bldg. Elizabeth, NJ
Dover Corp. Peerless Mfg. Div., 1-3-5-6-8-9	1400 W Ormsby Ave. Louisville 10, Ky
English Bellows Mfg. Co., 1-2-6-9	27 W 27th St. New York 1, NY
Firelogs Inc	Box 337, Highland, NY
Green Mountain Studios Inc, 2	White River Junction, Vt
Hardesty-Quittner Inc	230 5th Ave. New York 1, NY
Harvin Company, The	1010 E Main St. Waynesboro, Va
Howes Inc., S. M., 1-3-4-5-6-8-9	387 Oliver St. Fall River, Mass
Jackson Co., Wm., 1-2-3-4-5-6-8-9	3 E 47th St. New York 17, NY
Kean Industries Inc., 1	320 N Elizabeth, Chicago, Ill
Langbein-Giftwares Division, 1	161 Willoughby St. Brooklyn 1, NY
Leipzig Co., A., 1	18 W 27th St. New York 1, NY
Levitz, Harry, 1-2-3-4-5-6-7-8-9	1150 Broadway, New York 1, NY
Louisville Fireplace Corp., 1-2-3-4-5-6-7-8-9	18 W 1st St. New Albany, Ind
Luderus Bros., 1	5115 W Good Hope Rd. Milwaukee 23, Wis
Mexican Products Co., 1	Box 506, Laredo, Tex
Meyer of California, Fred, 1-5-9	1499 Potrero Ave. San Francisco, Cal
Miller Clock Co., Howard, 1-3-5-6-9	110 W Washington St. Zeeland, Mich
National Products Inc., 2	900 Baxter Ave. Louisville 4, Ky
National Silver Co., 9	241 5th Ave. New York 16, NY
Novel-Craft Mfg. Co., 2-3	58 E 11 St. New York, NY
Pilgrim Mfg. Co., 1-3-4-6-7-9-10	767-S 17th St. Richmond, Cal
Portland-Willamette Co., 1-2-3-5-6-7-8-9	2136 SE 7th, Portland 14, Ore
Puritan Fireplace Furnishings, (Div. of Wallace Silversmiths), 1-2-3-4-5-6-7-8-9	881 Boston Post Rd. Milford, Conn
Relco Custom Case Div. of Reliable Luggage Inc., 1	Lawrence County, W Pittsburgh, Pa
Rio Grande Importing Co., 1	Brownsville, Tex
Rustic Crafts Co. Inc., The	63 S Dean St. Englewood, NJ
Sayres Crest Inc	2411 6th Ave. S, Seattle 4, Wash
Schiller & Asmus Inc., 1-3	1525 Mdse Mart, Chicago 54, Ill
Special Products Co	Box 5156, Chattanooga 6, Tenn
Three Mountaineers Inc., 2	Box 5066, Ashville, NC
Thur-O-Burn Incinerator Co., 8	5119 Lewis Ave. Toledo 12, Ohio
American Cushion-Tropical Sun Co., 1-2-3-4-5-6-7-8-9	801 W Whittier Blvd. Whittier, Cal
U. S. Steel Products Div. U. S. Steel Corp., 1	5100 Santa Fe Ave. Los Angeles 58, Cal
Virginia Metalcrafters Inc., 6-8-9	1010 E Main St. Waynesboro, Va
Washington Stove Works Inc., 6-8	Box 919, Everett, Wash
Wood-Craft Manufacturers Inc	601-615 S Longwood St. Baltimore 23, Md
Yorkville Craftsmen Inc., 1-3	York St. Guilford, Conn

FIRELOGS, *ELECTRIC & GAS:* See *ELECTRIC* HOUSEWARES

FLASHLIGHTS & LANTERNS
1. *RECHARGEABLE BATTERIES*

American Import Co., The	1167 Mission St. San Francisco 3, Cal
Ashe-Houston Co	Box 307, Glenbrook, Conn
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Bright Star Industries	600 Getty Ave. Clifton, NJ
Brittain Products Co	Cuyahoga Falls, Ohio
Burgess Battery Co., Div. of Servel Inc	Freeport, Ill
Cable Electric Products Inc	234 Daboll St. Providence 7, RI
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Delta Electric Co	33rd & Nebraska St. Marion, Ind
Economy Electric Lantern Co.	810 N 6th Ave. Sturgeon Bay, Wis
Fedtro Inc. Federal Electronics Sales Div	Federal Electronics Bldg. Rockville Centre, NY
Fulton Mfg. Co	206 Michigan St. Toledo 2, Ohio
Gulton Inds. Inc. (Alkaline Battery Div.), 1	212 Durham Ave. Metuchen, NJ
Harben Company	78 S La Salle St. Aurora, Ill
Hipwell Mfg. Co	835 W North Ave. Pittsburgh 33, Pa
Justrite Mfg. Co	2063 N Southport Ave. Chicago 14, Ill
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
METAL WARE CORP., THE, Adv Pg 159	**1700 Monroe St. Two Rivers, Wis**
Miltenberg Inc., E.	43 Great Jones St. New York 12, NY
Mishan & Sons, E.	6 W 28th St. New York 1, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Postamatic Co	1549-Belfield Ave. Philadelphia 41, Pa
Precise Imports Corp	32 W 20, New York, NY
Ray-O-Vac Co	212 E Washington Ave. Madison 10, Wis
U. C. Lite Mfg. Co	1050 W Hubbard St. Chicago 22, Ill
Union Carbide Consumer Products Co	270 Park Ave. New York 17, NY
United States Electric Mfg. Co.	222 W 14th St. New York, NY

FLATWARE
1. *PLASTIC*
2. *SILVERPLATE*
3. *SPECIAL ALLOYS*
4. *STAINLESS STEEL*
5. *STERLING SILVER*

Non-Electric Housewares

Ashe-Houston Co.	Box 307, Glenbrook, Conn
Baruch Petranker Import Co. Inc., Coronet Div., 3-4	1147 Howard St. San Francisco, Cal
Bel-Aire Products Co., 1	813 Johnston St. Akron 6, Ohio
Benjamin & Medwin Inc., 4	1150 Broadway, New York 1, NY
Bloomfield Industries Inc., 4	4546 W 47th St. Chicago 32, Ill
Baker & Co. Inc., H., 4	101 Duane St. New York, NY
Como Plastics Inc., 1	2455 National Rd. Columbus, Ind
Continental Stainless Corp., 4	35-30 61st St. Woodside 77, NY
Crane Imports Inc., 4	124 W 30th St. New York 1, NY
Cutlers Guild Ltd. Div. of Imperial Intl. Corp., 4	1776 Broadway, New York, NY
Davar Products Inc., 3	15 W 26th St. New York 10, NY
Dill Mfg. Co., 4	700 E 82nd St. Cleveland 3, Ohio
Dirilyte Co. of America Inc., 3-4	1142 S Main, Kokomo, Ind
Eisenberg-Lozano Inc., 4	53 E 34th St. New York 16, NY
Ekco-Flint Div., Ekco Products Co., 4	1949 N Cicero Ave. Chicago 39, Ill
Engelhard Industries Inc., 3-4	113 Astor St. Newark 2, NJ
Esty Sales Co., 4	888 River Ave. New York 52, NY
Farber & Son Inc., Sydney, 4	951 Shepherd Ave. Brooklyn 8, NY
Fay Products Co., 4	1831 Old Bayshore Hwy. Burlingame, Cal
Freeman & Son Inc., I., 2-4-5	12 E 52nd St. New York 22, NY
Gailstyn Company, 4	1150 Broadway, New York, NY
Household Mfg. Co., 3	1844 E 22nd St. Los Angeles 58, Cal
Hull Cutlers Corp., John, 4	1239 Broadway, New York 1, NY
Imperial Knife Associated Companies Inc., 1-4	1776 Broadway, New York 19, NY
International Silver Co., The 2-4-5	500 S Broad St. Meriden, Conn
Langbein-Giftwares Division, 4	161 Willoughby St. Brooklyn 1, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Lifetime Cutlery Corp., 4-5	54 Knickerbocker Ave. Brooklyn 37, NY
Majestic Silver Co., The, 4	241 Wolcott St. New Haven 6, Conn
Maryland Plastics Inc., 1	9 E 37th St. New York 16, NY
Miltenberg Inc., E., 4	43 Great Jones St. New York 12, NY
Mishan & Sons, E., 4	6 W 28th St. New York 1, NY
Moss Co. Inc., S. I. (Importer), 4	112 E 19th St. New York 3, NY
National Silver Co., 4	241 5th Ave. New York 16, NY
Oneida Silversmiths, 2-4-5	Oneida, NY
Ontario Knife Co., 4	Franklinville, NY
Pomerantz Inc., Julia, 4	230 Fifth Ave. New York 1, NY
Quon-Quon Co., 3	1823 S Hope St. Los Angeles, Cal
Raymond Chenille Co., 5	294 Auburn St. Cranston, RI
Regal Specialty Mfg. Co., The, 4	241 Wolcott St. New Haven 6, Conn
Regent-Sheffield, 1-4	3545 Webster Ave. New York 67, NY
Roberts Co., Fred, 4	1578 Howard St. San Francisco 3, Cal
Robeson Cutlery Co. Inc., 4	36 N Main St. Perry, NY
Royal Silver Mfg. Co., 4	Norfolk, Va
Scientific Silver Service Corp., 4	35-30 61st St. Woodside 77, NY
Sheridan Silver Co. Inc., 2	90 Ingell St. Taunton, Mass
Silvercraft Co. Inc., 4	164-170 A St. Boston 10, Mass
Superior Plastics Inc., 1	426 N Oakley Blvd. Chicago 12, Ill
Supreme Cutlery Corp., 1-4	11 W 30th St. New York 1, NY
Swedish Metalcraft Inc., 2-4	696 Palisade Ave. Teaneck, NJ
Utica Cutlery Co., 4	820 Noyes St. Utica 4, NY
Wallace Silversmiths Inc., 4	Box 420, Lancaster, Pa
Washington Forge Inc	Harrison Ave. Englishtown, NJ

FLOOR CARE: See *SEPARATE* DIRECTORY

FORKS, *KITCHEN*

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Case & Sons Cutlery Co., W. R.	20 Russell Blvd. Bradford, Pa
Crane Imports Inc	124 W 30th St. New York 1, NY
Dillingham Woodenware	Box 186, Hart, Mich
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Everedy Co	East St. Frederick, Md
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Hohmann Cutlery Inc.	424 Commercial Ave. Palisades Park, NJ
Household Mfg. Co	1844 E 22nd St. Los Angeles 58, Cal
Hull Cutlers Corp., John	1239 Broadway, New York 1, NY
Imperial Knife Associated Companies Inc	1776 Broadway, New York 19, NY
Ka-Bar Inc	434 N 9th St. Olean, NY
Lamson & Goodnow Mfg. Co	45 Conway St. Shelburne Falls, Mass
Langner Mfg. Co	12 W 27th St. New York 1, NY
Maryland Plastics Inc.	9 E 37th St. New York 16, NY
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
Ontario Knife Co	Franklinville, NY
P.M.C. Mfg. Corp	Phoenicia, NY
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Stainless Ware Co	Kearney Park, Flora, Miss
Utica Cutlery Co	820 Noyes St. Utica 4, NY
Washington Forge Inc	Harrison Ave. Englishtown, NJ

FRAMES, *CASSEROLE*

Bennett & Co., J.	360 Furman St. Brooklyn, Ny
Carrollton Mfg. Co	Carrollton, Ohio
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Royal Chrome Housewares Inc	1956 N Wilmot Ave. Chicago 47, Ill
Sheridan Silver Co. Inc.	90 Ingell St. Taunton, Mass
Wilson Specialties Co. Inc	90 Ingell St. Taunton, Mass

FRAMES & RACKS, *DRYING:* See **DRYING RACKS**

FREEZERS, *ICE CREAM, HAND*

Porter Corp., J. E.	505-5 Broadway, Ottawa, Ill

FUNNELS

1. *GLASS*
2. *METAL*
3. *PLASTIC*

Canton Glass Co. Inc., 1	Box 311, Hartford City, Ind
Columbus Plastic Products Inc., 3	1625 W Mound St. Columbus 23, Ohio
Dover Stamping Co	427 Plymouth Ave. Fall River, Mass
Enterprise Aluminum Co., 2	500 Oberlin Rd. SW, Massillon, Ohio
Esty Sales Co., 3	888 River Ave. New York 52, NY
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Gadget House (Importer)	6 E 20th St. New York 3, NY
Midland Specialties Co., 2-3	4801 S Richmond St. Chicago, Ill
Mirro Aluminum Co., 2	1512 Washington St. Manitowoc, Wis
Novel-Craft Mfg. Co., 3	58 E 11 St. New York, NY
Republic Molding Corp., 3	6467 N Avondale Ave. Chicago 31, Ill
Rogers Plastic Corp., 3	100 Arnold St. W, Warren, Mass
Schluster Mfg. Co., 2	4700 Goodfellow, St Louis 20, Mo
Stainless Metals Inc., 2	19-42 42nd St. Long Island City 5, NY
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Vichek Tool Co., 3	3001 E 87th St. Cleveland 4, Ohio

GLASSES, *BAR & LIQUOR*

1. *GLASS*
2. *METAL*
3. *PLASTIC*
4. *INSULATED*

Admiral Plastic Corp., 3	557 Wortman Ave. Brooklyn 8, NY
American Bravo Co., 1	5624 W Washington Blvd. Los Angeles 16, Cal
Anchor Hocking Glass Corp., 1	440 Glass Ave. Lancaster, Ohio
Automotive Rubber Co. Inc., 4	12550 Beech Rd. Detroit, Mich
Bar & Barbeque, 4	1627 W 135th St. Gadena, Cal
Bartlett Collins Co., 1	Linden & Cleveland Sts. Sapulpa, Okla
Baruch Petranker Import Co. Inc., Coronet Div., 1	1147 Howard St. San Francisco, Cal
Blenko Glass Co., 1	Milton, W Va
Bloomfield Industries Inc., 1	4546 W 47th St. Chicago 32, Ill
Borgfeldt Corp., G., 1	1107 Broadway, New York 10, NY
Brandon Brown Inc., 2	Box 1, Burlingame, Cal
Bryce Brothers Co., 1	Box 828, Mt. Pleasant, Pa
Canton Glass Co. Inc., 1	Box 311, Hartford City, Ind
Century Plastic Co., 3	Sawyer Passway, Fitchburg, Mass
Chatham Glass Co., 1	4801 Dell Ave. N Bergen, NJ
Colonial Glass Co., 1	Weston, W Va
Color Process, 1-3	1223 W El Segrando, Gardena, Cal
Como Plastics inc., 3	2455 National Rd. Columbus, Ind
Conrad Crafters, 1	3521 Jacob St. Wheeling, W Va
Eagle Affiliates Inc., 3	557 Wortman Ave. Brooklyn 8, NY
Essex Products Div. of Welco Industries, 1	208 Clinton St. Hoboken, NJ
Esty Sales Co., 3	888 River Ave. New York 52, NY
Gailstyn Company, 1	1150 Broadway, New York, NY
Gay Fad Studio Inc., 1	220 Pierce Ave. Lancaster, Ohio
Giftware Corp., 3-4	200 W Central Ave. Roselle, Ill
Gilley Inc., 1	240 E 152nd St. Bronx 51, NY
Gould Novelties Inc	741 Meacham Ave. Elmont, NY
Guild Products Inc	245 5th Ave. New York 16, NY

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Hazel-Atlas Glass Co. Div. Continental Can Co. Inc., 1	15th & Jacob Sts. Wheeling, W Va
Javit-Badash Inc	190-02 99 Ave. Hollis 23, NY
Kemple Glass Works, John E., 1	1902 Pine St. Kenova, W Va
Knobler & Co., Alfred E., 1-4	225 5th Ave. New York 10, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Kraftware Corp., 2-3-4	225 5th Ave. New York, NY
Langbein-Giftwares Division, 1	161 Willoughby St. Brooklyn 1, NY
Lenox Plastics Inc., 3	4417 Oleatha Ave. St. Louis 16, Mo
Libbey Glass, Div. of Owens-Illinois Glass Co., 1	Toledo, Ohio
Lotus Glass Co., The, 1	Lock Box 191, Barnesville, Ohio
Mahana Importing Co., 1	7 W 30th St. New York 1, NY
Maryland Plastics Inc., 3	9 E 37th St. New York 16, NY
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Mexican Products Co., 1	Box 506, Laredo, Tex
Miller Inds. Inc., R. A., 3	1525 Marion St. Grand Haven, Mich
Monongahela Valley Cut Glass Co., 1	E Brockway Ave. Box 166, Morgantown, W Va
Nalle Plactics Inc., 3	108 W 2nd St. Austin 1, Tex
National Glass Mfg. Co	39-41 Mechanic St. Buffalo 2, NY
National Silver Co., 1-4	241 5th Ave. New York 16, NY
Newland Schneeloch & Piek Inc., 1	1107 Broadway, New York, NY
Owens-Illinois Glass Co., 1-3	Ohio Bldg. Toledo 1, Ohio
Parkway Plastics Inc., 3	Stelton Rd. New Market, NJ
Peoria Plastic Co., 3	215 Taylor Ave. E Peoria, Ill
Pilgrim Glass Corp	225 5th Ave. New York, NY
Republic Molding Corp., 3	6467 N Avondale Ave. Chicago 31, Ill
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Rogers Plastic Corp., 3	100 Arnold St. W, Warren, Mass
Ross Products Co., 3	1107 Broadway, New York, NY
Sabin China Co. Inc., 1	Box 421, McKeesport, Pa
Si Lite Inc., 3	2600 N Pulaski Rd. Chicago 39, Ill
Sinaco Co. Inc., 1	261 5th Ave. New York 16, NY
Social Supper Inc., 1	Pine St. Coshocton, Ohio
Stylecraft Studios Inc., 1	Coshocton, Ohio
Superior Plastics Inc., 3	426 N Oakley Blvd. Chicago 12, Ill
Trump Plastics Co., 3	712 Melvin, Cuyahoga Falls, Ohio
Viking Importrade Inc., 1-4	225 5th Ave. New York 10, NY
Washington Glass Co., The, 1	765 Jefferson Ave. Washington, Pa
Wolff Products Co., 3	1150 Broadway, New York 1, NY

GLASSES, *TABLE*

1. *GLASS*
2. *METAL*
3. *PLASTIC*
4. *INSULATED*

Admiral Plastic Corp., 3	557 Wortman Ave. Brooklyn 8, NY
Alladin Plastics Inc., 3	1415 W 178 St. Gardena, Cal
American Bravo Co., 1	5624 W Washington Blvd. Los Angeles 16, Cal
Anchor Hocking Glass Corp., 1	440 Glass Ave. Lancaster, Ohio
Automotive Rubber Co. Inc., 4	12550 Beech Rd. Detroit, Mich
Bartlett Collins Co., 1	Linden & Cleveland Sts. Sapulpa, Okla
Blenko Glass Co., 1	Milton, W Va
Borgfeldt Corp., G., 1	1107 Broadway, New York 10, NY
Bryce Brothers Co., 1	Box 828, Mt. Pleasant, Pa
Canton Glass Co. Inc., 1	Box 311, Hartford City, Ind.
Chatham Glass Co., 1	4801 Dell Ave. N Bergen, NJ
Chemex Corp., 1	41 Murray St. New York 7, NY
Colonial Glass Co., 1	Weston, W Va
Color Process, 1-3	1223 W El Segrando, Gardena, Cal
Columbus Plastic Products Inc., 3	1625 W Mound St. Columbus 23, Ohio
Como Plastics Inc., 3	2455 National Rd. Columbus, Ind
Conrad Crafters, 1	3521 Jacob St. Wheeling, W Va
Eagle Affiliates Inc., 3	557 Wortman Ave. Brooklyn 8, NY
Essex Products Div. of Welco Industries, 1	208 Clinton St. Hoboken, NJ
G.S.N. Co., 3	2619 Cherry St. Kansas City 8, Mo
Gailstyn Company, 1	1150 Broadway, New York, NY
Gay Fad Studio Inc., 1	220 Pierce Ave. Lancaster, Ohio
Giftware Corp., 3-4	200 W Central Ave. Roselle, Ill
Gilley Inc., 1	240 E 152nd St. Bronx 51, NY
Hazel-Atlas Glass Co. Div. Continental Can Co. Inc., 1	15th & Jacob Sts. Wheeling, W Va
Kemple Glass Works, John E., 1	1902 Pine St. Kenova, W Va
Knobler & Co., Alfred E., 1-4	225 5th Ave. New York 10, NY
Kraftware Corp., 2-3-4	225 5th Ave. New York, NY
Langbein-Giftwares Division, 1	161 Willoughby St. Brooklyn 1, NY
Libbey Glass, Div. of Owens-Illinois Glass Co., 1	Toledo, Ohio
Lotus Glass Co., The, 1	Lock Box 191, Barnesville, Ohio
Mallory Plastics Co., 3	3670 Milwaukee Ave. Chicago 41, Ill
Maryland Plastics Inc., 3	9 E 37th St. New York 16, NY
Mexican Products Co., 1	Box 506, Laredo, Tex
Monongahela Valley Cut Glass Co., 1	E Brockway Ave. Box 166, Morgantown, W Va
N F C Engineering Co., 4	2939 6th Ave. N, Anoka, Minn
Nalle Plactics Inc., 3	108 W 2nd St. Austin 1, Tex
National Silver Co., 1-4	241 5th Ave. New York 16, NY
Nestway Products Inc., 3	1010 Lyndale Ave. N, Minneapolis, Minn
Newland Schneeloch & Piek Inc., 1	1107 Broadway, New York, NY
Owens-Illinois Glass Co., 1-3	Ohio Bldg. Toledo 1, Ohio
Peoria Plastic Co., 3	215 Taylor Ave. E Peoria, Ill
Pilgrim Glass Corp	225 5th Ave. New York, NY
Plastic Mfg. Co., 3	2700 S Westmoreland Ave. Dallas 33, Tex
Prestige Hardware Corp., 3	825 S Ajax Ave. City of Industry, Cal
Republic Molding Corp., 3	6467 N Avondale Ave. Chicago 31, Ill
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Rogers Plastic Corp., 3	100 Arnold St. W, Warren, Mass
Si Lite Inc., 3	2600 N Pulaski Rd. Chicago 39, Ill
Sinaco Co. Inc	261 5th Ave. New York 16, NY
Social Supper Inc., 1	Pine St. Coshocton, Ohio
Stylecraft Studios Inc., 1	Coshocton, Ohio
Superior Plastics Inc., 3	426 N Oakley Blvd. Chicago 12, Ill
Trump Plastics Co., 3	712 Melvin, Cuyahoga Falls, Ohio
Viking Glass Co., 1	802 Parkway, New Martinsville, W Va
Viking Importrade Inc., 4	225 5th Ave. New York 10, NY
Washington Glass Co., The, 1	765 Jefferson Ave. Washington, Pa

GLOVES

1. *BARBECUE MITTS*
2. *DUSTING MITTS*
3. *HOUSEHOLD*
4. *GARDEN*

American Sponge & Chemois Co. Inc., 2	47-00-34th St. Long Island City 1, NY
Arcadia Mfg. Co., 1-3-4	Box 309, Birmingham, Mich
Associated Bag & Apron Co., 1	901 W Huron St. Chicago 22, Ill
Bar & Barbeque, 1	1627 W 135th St. Gardena, Cal
Bonley Products Co. Inc., 3	331 S Peoria St. Chicago 7, Ill
Brookville Glove Co., 3-4	Brookville, Pa
Brownie Products Co., 1-2-3-4	42 White St. New York, NY
Chaselina Div. of Chase Bag Co., 1	6427 W Capitol Dr. Milwaukee 16, Wis
Covermaster Mfg. Co., 3	1040 N Highland Ave. Los Angeles 38, Cal
Craftmade Products Co. Div. Notion Accessories Mfrs., 1-2-3-4	286 5th Ave. New York, NY
Davids Gloves Inc., 1-2-3-4	23 W Pleasant St. Springfield, Ohio
Distributor's Service Corp., 3-4	7800 Compton Ave. Los Angeles 1, Cal
DuBarry Gloves, 3-4	443 4th Ave. New York 16, NY
Duro Housewares Inc., 1-3-4	2762-92 N Clybourn Ave. Chicago 14, Ill
Edmont Inc., 4	1300 Walnut St. Coshocton, Ohio
Ever-Shine Polishing Cloth Co., 2	138 Grand St. New York 13, NY
Gadget House (Importer), 1	6 E 20th St. New York 3, NY
Gadget House (Importer) 1	6 E 20th St. New York 3, NY
Glove Div. Riegel Textile Corp., 4	Conover, NC
Gold Star Polish Mfg. Co. Inc., 2	400 E 10th St. N Kansas City 16, Mo
Goodrich Industrial Products Co., B.F., 3-4	500 S Main St. Akron 18, Ohio
Herman Products Inc., Eden, 1-3	Jasper & Ontario Sts. Philadelphia 34, Pa
Industrial Gloves Co., 1	700 Garfield St. Danville, Ill
Jo-Do Specialty Co. Inc	389 5th Ave. New York 16, NY
Knobler & Co., Alfred E., 1	225 5th Ave. New York 10, NY
Las-Stik Mfg. Co., The	Wayne & B Sts. Hamilton, Ohio
Leeds of California, 1	235 Westminster Ave. Venice, Cal
Lighthouse Industries of the New York Assoc. for the Blind, 1	36-20 Northern Blvd. Long Island City, NY
Mathew Products Co., Mary, 1	44 W 28th St. New York 1, NY
Mishan & Sons, E., 1	6 W 28th St. New York 1, NY
Nagler Mfg. Corp., 1	198 Sumner St. E Boston 28, Mass
Notion Accessories Mfrs., 1-2-3-4	286 5 Ave. New York, NY
Novel-Craft Mfg. Co., 1-2-3-4	58 E 11 St. New York, NY
Parker-Gaines Div. Tex Machine Co., 1	38-06 31st St. Long Island City 1, NY
Parvin Mfg. Co., 1	1149 S San Pedro St. Los Angeles 15, Cal
Pioneer Rubber Co., 3-4	196 - Tiffin Rd. Willard, Ohio
Pretty Products Inc., 3-4	Coshocton, Ohio
Ross Products Co., 3	1107 Broadway, New York, NY
S & F Co., 1	Box 217, W Hartford 7, Conn
Schwartz & Co. Inc., Chas., 1-3	1400 W Fulton, Chicago, Ill
Surety Rubber Co., 3	N High St. Carrollton, Ohio
Thurnauer Co. Inc., G. M., 1	6 - E 20th St. New York 3, NY
Toledo Glove Mfg. Co., The, 3	1227-29 Vance St. Toldeo 7, Ohio
Viking Importrade Inc	225 5th Ave. New York 10, NY
Welmaid Products Inc., 1-2	1529 Armitage Ave. Chicago 22, Ill
Wilson Rubber Co., 3	1216 Garfield Ave. SW, Canton 6, Ohio

Non-Electric Housewares

Wolf Mfg. Co., I	6101 W Washington Blvd. Culver City, Cal
Yorkville Craftsmen Inc., I	York St. Guilford, Conn

GRATERS & SHREDDERS

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Acme Metal Goods Mfg. Co	2 Orange St. Newark, NJ
Bluffton Slaw Cutter Co	331 N Main St. Bluffton, Ohio
Bonley Products Co. Inc	331 S Peoria St. Chicago 7, Ill
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Gadget House (Importer)	6 E 20th St. New York 3, NY
General Slicing Machine Co. Inc	Walden, NY
Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Major Slicing Mach. Corp	Rt. 208, Walden, NY
Mouli Mfg. Corp	91 Broadway, Jersey City 6, NJ
Parkway Plastics Inc	Skelton Rd. New Market, NJ
RIVAL MFG. CO., Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Swedish Metalcraft Inc	696 Palisade Ave. Teaneck, NJ
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY

GRIDDLES

Adams Co., The	100 E 4th St. Dubuque, Iowa
Birmingham Stove & Range Co	Box 2593, Birmingham 2, Ala
Bremer Co., W. S.	New Washington, Ohio
Griswold Mfg. Co	Fair Ave. Sidney, Ohio
Illinois Pure Aluminum Co.	Holmes & Talcott Ave. Lemont, Ill
Mardigian Corp. Buckeye Div	Wooster, Ohio
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
National Aluminum Mfg. Co	720 Park Ave. Peoria 3, Ill
Northland Aluminum Products Inc	Hwy. #7 at Belt Line, Minneapolis 16, Minn
Regal Ware Inc	Kewaskum, Wis
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY
Wearever Aluminum Inc	Wearever Bldg. New Kensington, Pa
West Bend Co., The	West Bend, Wis

GRILLS: *See* BARBECUE GRILLS

GRINDERS, *FOOD*

General Slicing Machine Co. Inc	Walden, NY
Keyco Products Inc	Wrightsville, Pa
Landers Frary & Clark	47 Center St. New Britain, Conn
Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Major Slicing Mach. Corp	Rt. 208, Walden, NY
Proctor-Silex Corp	700 W Tabor Rd. Philadelphia 10, Pa
RIVAL MFG. CO., Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Verity South Hall Ltd. Inc	670 S Coast Hwy. Laguna Beach, Cal

HAMPERS, *CLOTHES*

Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
Bel-Aire Products Co	813 Johnston St. Akron 6, Ohio
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Block & Sons Inc., M.	2501-37 Calumet Ave. Chicago, Ill
Brearley Co	2107 Kishwaukee St. Rockford, Ill
Brooklyn Timware Mfg. Co	80 Sedgewick St. Brooklyn 31, NY
Burlington Basket Co	937 Oak St. Burlington, Iowa
Clo-Bin Inc	Carterville, Ill
Columbus Plastic Products Inc.	1625 W Mound St. Columbus 23, Ohio
Continental Can Co. Inc. Decoware Div.	530 5th Ave. New York 36, NY
Continental Metal Products Corp	Merrick, NY
Dean, Dorothy	320 E Buffalo, Milwaukee 2, Wis
Detecto Scales Inc	540 Park Ave. Brooklyn 5, NY
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Filray Corp	3626 Kings Hwy. Brooklyn 34, NY
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
G.S.N. Co	2619 Cherry St. Kansas City 8, Mo
Hall Products Inc	Box 520, Oneonta, Ala
Harris-Hub Co	666 Lake Shore Dr. Chicago 11, Ill
Harvey Mfg. Co	116 W Station St. Barrington, Ill
Leipzig Co., A.	18 W 27th St. New York 1, NY
Levitz, Harry	1150 Broadway, New York 1, NY
Lyons Co., R. H.	18 W 27th St. New York 1, NY
Mexican Products Co	Box 506, Laredo, Tex
Meyer & Sons, W. F.	400 N Wells St. Chicago 10, Ill
Mitchell Industries, Dennis	4424 Paul St. Philadelphia, Pa
National Products Inc	900 Baxter Ave. Louisville 4, Ky
Pearl-Wick	27-50 1st St. Long Island City 2, NY
Peoria Metal Specialty Co	2501 S Washington St. Peoria 2, Ill
Perleide - Sub. of O. Eidinger Mfg. Co	404 S Kolmar Ave. Chicago 24, Ill
Ransburg Co. Inc., Harper J.	1234 Barth Ave. Indianapolis 7, Ind
Redmon Sons & Co., W. C.	Box 362, Peru, Ind
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Rio Grande Importing Co	Brownsville, Tex
Safedge Metal Products	Merrick, NY
Stor-All Corp	1715 W Florence Ave. Inglewood, Cal
Vogue Mfg. Co. Inc	2311 Taylor St. Fort Wayne, Ind
Wolff Products Co	1150 Broadway, New York 1, NY
Zenith Metal Products Co	Primos, Pa

HANDLES, *CUTLERY*

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Regent-Sheffield	3545 Webster Ave. New York 67, NY

HANGERS, *GARMENT*

Akay Corp. Div. of Hauser Products	4034 N Kolmar, Chicago, Ill
Allied Lamp Mfg. Co	29 E 21st St. New York 10, NY
All-Styles Hanger Co. Inc., The	512-7th Ave. New York, 18, NY
Associated Sales & Bag Co	605 S 1st St. Milwaukee 4, Wis
Beacon Enterprises Inc	286 5th Ave. New York, NY
Belvedere Space Saving Products Co	230 Fifth Ave. New York 1, NY
Beverly Coat Hanger Co	500 Indiana St. San Francisco 7, Cal
Birnbaum Ltd., C.	535 5th Ave. New York 17, NY
Columbus Plastic Products Inc.	1625 W Mound St. Columbus 23, Ohio
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Frohock-Stewart Co	79 Beacon St. Worcester 8, Mass
Grayline Housewares Inc	19 N Union St. Elgin, Ill
Jeb-Rod Corp	1950 N Ruby St. Melrose Park, Ill
Jiffy Enterprises Inc	146-150 N 13th St. Philadelphia 7, Pa
Lafayette Products Co. Inc	25 W 31st St. New York, NY
Lee-Rowan Co	6301 Etzel Ave. St. Louis 33, Mo
Lerner Inc., Stuart M.	525 Broad Hollow Rd. Melville, NY
Levitz, Harry	1150 Broadway, New York 1, NY
Lith-O-Ware Products Inc	2700 N Paulina St. Chicago 14, Ill
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Meyer & Sons, W.F.	400 N Wells St. Chicago 10, Ill
Milwaukee Wire Frame Co	1570 1st St. Milwaukee 4, Wis
Mission Industries	753 W Washington, Box 1087, Escondido, Cal
Mitchell Industries, Dennis	4424 Paul St. Philadelphia, Pa
Montrose Hanger Co	Montrose, Pa
Nalle Plactics Inc	108 W 2nd St. Austin 1, Tex
Pacific Coat Hanger Co	6710 Avalon Blvd. Los Angeles 3, Cal
Princess House Div	261 5th Ave. New York 16, NY
Sanjo Utility Mfg. Co. Inc	37-45 Grand St. Brooklyn 11, NY
Selfix Products Co	223 W Erie St. Chicago 10, Ill
Sto-A-Way Co.	Box 466, Fullerton, Cal
Superior Plastics Inc	426 N Oakley Blvd. Chicago 12, Ill
Vermont Plastics Inc	35 Blanchard Ct. Montpelier, Vt
Walker Metal Products Co	14527 Lincoln, Harvey, Ill
Wessel Hardware Corp.	919 N 5th St. Philadelphia 23, Pa
Williams Mfg. Co. Inc	419 E La Palma Ave. Anaheim, Cal

HANGERS, *PICTURE, PLATE & PLAQUE*

Brown Inc., John Clark	1 Montgomery St. Belleville 9, NJ
Carlson Products Inc	6633 Olive Blvd. St Louis 30, Mo
Endicott-Seymour of Ann Arbor	Box 1405, Ann Arbor, Mich
Fine Arts Studio	1121-31 Waverly St. Philadelphia 47, Pa
Finkelstein, M.	3 Great Jones St. New York 12, NY
Gadget House (Importer)	6 E 20th St. New York 3, NY
Glazing Prods. Corp	78 & 68 Rd. Middle Village, NY
Gordon Associates	First St. Derby, Conn
Hampden Mfg. Co. Inc	109 E 4th St. Plainfield, NJ
Jiffy Enterprises Inc	146-150 N 13th St. Philadelphia 7, Pa
Milbern Mfg. Co	47-45 Vernon Blvd. Long Island City 1, NY
Miracle Grip	909 10th St. Huntington Beach, Cal
Roberts Colonial House Inc	300 E 152nd St. Harvey, Ill

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Tatcher, Ernest	266 NW 26th St. Miami, Fla
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Vanderbilt Products Inc	585-601 Dean St. Brooklyn, NY

HOLDERS, *BOILED EGG*

Cardinal China Co	Cardinal Bldg. Carteret, NJ
Lynch-Jamentz Co	1109 N Virgil Ave. Los Angeles 29, Cal
Wecolite Co. Inc	126 5th Ave. New York 11, NY

HOLDERS, *CLEANSER*

Daco Products Co	783 N Broadway, White Plains, NY
Dinsmore Instrument Co	Box 595, Flint, Mich
Grayline Housewares Inc	19 N Union St. Elgin, Ill
Jiffy Enterprises Inc	146-150 N 13th St. Philadelphia 7, Pa

HOLDERS, *TOILET BRUSH*

Allied Lamp Mfg. Co	29 E 21st St. New York 10, NY
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Citation Housewares Inc	21 Elm Ave. Mount Vernon, NY
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Continental Can Co. Inc, Decoware Div	530 5th Ave. New York 36, NY
G.S.N. Co	2619 Cherry St. Kansas City 8, Mo
Jiffy Enterprises Inc	146-150 N 13th St. Philadelphia 7, Pa
Levitz, Harry	1150 Broadway, New York 1, NY
Pearl-Wick	27-50 1st St. Long Island City 2, NY
Peoria Metal Specialty Co	2501 S Washington St. Peoria 2, Ill
Redmon Sons & Co., W. C.	Box 362, Peru, Ind
Reliable Metal Products Co. Inc	25 Elm Ave. Mt. Vernon, NY
Vogue Mfg. Co. Inc	2311 Taylor St. Fort Wayne, Ind

HOTPADS

1. *KITCHEN*
2. *TABLE*

Alan Dale Industries, 2	6231 N Springfield Ave. Chicago 45, Ill
Artex-Green Corp. of Calif., 1-2	3175 17th St. San Francisco 10, Cal
Ballonoff Metal Products Co., 1-2	2490 Lee Blvd. Cleveland 18, Ohio
Chaseline Div. of Chase Bag Co., 1	6427 W Capitol Dr. Milwaukee 16, Wis
Duro Housewares Inc., 1	2762-92 N Clybourn Ave. Chicago 14, Ill
Ever-Shine Polishing Cloth Co., 1	138 Grand St. New York 13, NY
Excello Ltd., 1	1400 W Fulton St. Chicago 7, Ill
Fabcraft Inc., 2	Frenchtown, NJ
G.S.N Co., 1	2619 Cherry St. Kansas City 8, Mo
Herman Products Inc., Edlen, 1	Jasper & Ontario Sts. Philadelphia 34, Pa
Jiffy Enterprises Inc., 1	146-150 N 13th St. Philadelphia 7, Pa
Mathew Products Co., Mary, 1	44 W 28th St. New York 1, NY
Miracloth Sales Chicopee Mfg. Corp	Box 68, Milltown, NJ
Novel-Craft Mfg. Co., 1-2	58 E 11 St. New York, NY
Parvin Mfg. Co., 1	1149 S San Pedro St. Los Angeles 15, Cal
Quon-Quon Co., 2	1823 S Hope St. Los Angeles, Cal
Ryssin Co., J. W.	1009 Battery St. San Francisco, Cal
Schiller & Asmus Inc., 1-2	1525 Mdse Mart, Chicago 54, Ill
Starcross Inc., 1	Box 647, Easley, SC
Welmaid Products Inc., 1	1529 Armitage Ave. Chicago 22, Ill
Wolf Mfg. Co., 1	6101 W Washington Blvd. Culver City, Cal
Wood-Craft Manufacturers Inc., 2	601-615 S Longwood St. Baltimore 23, Md

IRONING BOARDS: *See* **TABLES,** *IRONING*

IRONS

Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Davar Products Inc	15 W 26th St. New York 10, NY
Mishan & Sons, E.	6 W 28th St. New York 1, NY

JARS, *COOKIE*

Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Automotive Rubber Co. Inc	12550 Beech Rd. Detroit, Mich

Bartlett Collins Co	Linden & Cleveland Sts. Sapulpa, Okla
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Cal-Dak Co. The	2525 Military Ave. Los Angeles 64, Cal
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Daher Co	43-34 37th St. Long Island City 1, NY
Davar Products Inc	15 W 26th St. New York 10, NY
Doranne of California	803 E Macy St. Los Angeles 12, Cal
Embassy Giftwares	801-1/2 E Macy St. Los Angeles 12, Cal
Esty Sales Co	888 River Ave. New York 52, NY
Giftware Corp	200 W Central Ave. Roselle, Ill
Hadley Pottery Co. Inc	1570 Story Ave. Louisville 6, Ky
Haeger Potteries Inc	7 Maiden Ln. Dundee, Ill
Holt-Howard Associates	639 Canal St. Stamford, Conn
Koch Sons Inc., George	10 S 11th Ave. Evansville 4, Ind
Maison International Ltd	30 W 15th St. New York 11, NY
Marsh Industries	224 E 16th St. Los Angeles 15, Cal
McCoy Pottery Co., The Nelson	Roseville, Ohio
Morton Pottery Co	Morton, Ill
Newland Schneeloch & Piek Inc	1107 Broadway, New York, NY
Perfection Store Device Co	637 E 71st St. Chicago 19, Ill
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Red Wing Potteries Inc	Red Wing, Minn
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Ross Products Co	1107 Broadway, New York, NY
Ruckels Potteries Inc	White Hall, Ill
Sabin China Co. Inc	Box 421, McKeesport, Pa
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Shafford Co., The	225 5th Ave. New York 10, NY
Smith Glass Co., L. E.	1900 Liberty St. Mt. Pleasant, Pa
Treasure Craft	2320 N Alameda, Compton, Cal
Watt Pottery Co., The	101-115 China St. Crooksville, Ohio
Western Stoneware Co	Box 126, Monmouth, Ill

JIGGERS: *See* **DISPENSERS & MEASURES,** *LIQUOR*

JUGS, *PICNIC, INSULATED*

American Thermos Products Co., The	Thermos Ave. Norwich, Conn
American Thermos Products Co., The	Thermos Ave. Norwich, Conn
Automotive Rubber Co. Inc	12550 Beech Rd. Detroit, Mich
Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Carrollton Mfg. Co	Carrollton, Ohio
Columbian Enameling & Stamping Co. Inc	1536 Beach St. Terre Haute, Ind
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Hamilton-Skotch Corp	295 5th Ave. New York 16, NY
Knapp-Monarch Co	Bent & Potomac Sts. St Louis 16, Mo
Lispenard Mfg. Corp	128-32nd St. Brooklyn 12, NY
Metalcraft Mfg. Corp	Bent & Potomac Sts. St Louis 16, Mo
Redmon Sons & Co., W. C.	Box 362, Peru, Ind
U. S. Steel Products Div. U. S. Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal

JUGS

Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Conrad Crafters	3521 Jacob St. Wheeling, W Va
Javit-Badash Inc	190-02 99 Ave. Hollis 23, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Pearl China & Pottery Co	Box 753, E Liverpool, Ohio
Tri-M Inc	230 5th Ave. New York 1, NY

JUICERS

Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Bremer Co., W. S.	New Washington, Ohio
Byrd Plastics Inc	2950 W 12th St. Erie, Pa
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Giftware Corp	200 W Central Ave. Roselle, Ill
Idealware Inc	184-10 Jamaica Ave. Hollis 23, NY

Non-Electric Housewares

Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
RIVAL MFG. CO., Adv Pg 150	**36th & Bennington, Kansas City 29, Mo**
Rogers Plastic Corp	100 Arnold St. W, Warren, Mass
Westland Plastics Inc	800 N Mitchell Rd. Newbury Park, Cal

KNIVES: *See Also* CARVING SETS

1. *BREAD*
2. *BUTCHERS'*
3. *CARVING*
4. *CHEESE*
5. *FRUIT*
6. *KITCHEN, GENERAL PURPOSE*
7. *OYSTER & CLAM*
8. *POCKET*
9. *STEAK*

Ace Mfg. Co. Inc., 1	65 Chestnut St. Chalfont, Pa
American Import Co., The, 7-8	1167 Mission St. San Francisco 3, Cal
Baruch Petranker Import Co. Inc., Coronet Div., 5-6-9	1147 Howard St. San Francisco, Cal
Benjamin & Medwin Inc., 9	1150 Broadway, New York 1, NY
Bloomfield Industries Inc., 9	4546 W 47th St. Chicago 32, Ill
Boker & Co. Inc., H., 1-2-3-4-5-6-8-9	101 Duane St. New York, NY
Bonley Products Co. Inc., 6	331 S Peoria St. Chicago 7, Ill
Brandon Brown Inc	Box 1, Burlingame, Cal
Burns Mfg. Co., 1-3-4-5-6-9	1208 E Water St. Syracuse 3, NY
Cardinal China Co., 4-5	Cardinal Bldg. Carteret, NJ
Case & Sons Cutlery Co., W. R., 1-2-3-4-5-6-7-8-9	20 Russell Blvd. Bradford, Pa
Crane Imports Inc., 3-6-9	124 W 30th St. New York 1, NY
Cutlers Guild Ltd. Div. of Imperial Intl. Corp., 5-9	1776 Broadway, New York, NY
Eisenberg-Lozano Inc., 5	53 E 34th St. New York 16, NY
Ekco-Flint Div., Ekco Products Co., 1-2-3-5-6-9	1949 N Cicero Ave. Chicago 39, Ill
Esty Sales Co., 6-9	888 River Ave. New York 52, NY
Farber & Son Inc., Sydney, 5-9	951 Shepherd Ave. Brooklyn 8, NY
Gadget House (Importer), 7	6 E 20th St. New York 3, NY
Goodell Co., 6-7-9	Antrim, NH
Hamilton Import Corp., 1-3-4-5-6-9	132 Front St. New York 5, NY
Harris & Sons, A. J., 1-2-3-4-5-6-9	817 A Ave. NW, Cedar Rapids, Iowa
Hi-Test Premier Products Inc., 8	316 Broadway, New York 13, NY
Hohmann Cutlery Inc., 1-2-3-4-5-6-9	424 Commercial Ave. Palisades Park, NJ
Household Mfg. Co., 6-9	1844 E 22nd St. Los Angeles 58, Cal
Imperial Knife Associated Companies Inc., 1-2-3-5-6	1776 Broadway, New York 19, NY
International Silver Co., The, 9	500 S Broad St. Meriden, Conn
Ka-Bar Inc., 1-3-5-6-8-9	434 N 9th St. Olean, NY
Kinfolks Inc., 8	58 Main St. Perry, NY
Lamson & Goodnow Mfg. Co., 1-2-3-4-5-6-7-9	45 Conway St. Shelburne Falls, Mass
Langbein-Giftwares Division, 1-4	161 Willoughby St. Brooklyn 1, NY
Langner Mfg. Co., 4	12 W 27th St. New York 1, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Lifetime Cutlery Corp., 1-2-3-4-5-6-9	54 Knickerbocker Ave. Brooklyn 37, NY
Magna Wonder Knife Inc., 6	350 5th Ave. New York, NY
Maison International Ltd., 4	30 W 15th St. New York 11, NY
Mishan & Sons, E., 3-5-6-8-9	6 W 28th St. New York 1, NY
Moss Co. Inc., S. I. (Importer), 1-2-3-4-5-6-7-8	112 E 19th St. New York 3, NY
Murphy Co., R., 2-6-7	13 Groton-Harvard Rd. Ayer, Mass
National Silver Co., 1-2-3-4-6-9	241 5th Ave. New York 16, NY
Olsen Knife Co., Lee E., 2-3-6-9	Howard City, Mich
Ontario Knife Co., 1-7-9	Franklinville, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Pomerantz Inc., Julie, 9	230 Fifth Ave. New York 1, NY
Precise Imports Corp., 5-8-9	32 W 20, New York, NY
Regent-Sheffield, 1-2-3-4-5-6-9	3545 Webster Ave. New York 67, NY
Robeson Cutlery Co. Inc., 1-2-3-4-5-6-8-9	36 N Main St. Perry, NY
Silvercraft Co. Inc., 9	164-170 A St. Boston 10, Mass
Superior Plastics Inc., 4-5	426 N Oakley Blvd. Chicago 12, Ill
Supreme Cutlery Corp., 3-9	11 W 30th St. New York 1, NY
Tel-Tru Mfg. Co., 1-2-3-5-6-9	408 St Paul St. Rochester 5, NY
Thurnauer Co. Inc., G. M., 7	6 - E 20th St. New York 3, NY
Utica Cutlery Co., 1-2-3-4-5-6-8-9	820 Noyes St. Utica 4, NY
Viking Importrade Inc	225 5th Ave. New York 10, NY
Washington Forge Inc., 1-2-3-4-5-6-7-9	Harrison Ave. Englishtown, NJ

KNIVES & FORKS: *See* FLATWARE

KNOCKERS, *DOOR*

Adams Co., The	100 E 4th St. Dubuque, Iowa
Air Control Products Inc	Coopersville, Mich
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Leigh Building Products Div. Air Control Prods. Inc	Coopersville, Mich
Maison International Ltd	30 W 15th St. New York 11, NY
McKinney Mfg. Co	1715 Liverpool St. Pittsburgh 33, Pa
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Virginia Metalcrafters Inc	1010 E Main St. Waynesboro, Va
Western Coil & Electric Co	215 State St. Racine, Wis
Wilton Products Inc	Wrightsville, Pa
Wright Inc., John	5106 Edmondson Ave. Baltimore 29, Md

LADDERS, *STEP*

1. *EXTENSION*
2. *FOLDING*
3. *STOOL*

Abbanon Supply Co	179-15 Jamaica Ave. Jamaica 32, NY
Bauer Mfg. Co., The, 1-2-3	Wooster, Ohio
Beh Housewares Corp., 1	1150 Broadway, New York, NY
Berg Mfg. Co., J., 1-2-3	5319 S LaSalle St. Chicago 9, Ill
Bond Products Co., 1-2	100 Labadie St. Detroit 29, Mich
Columbia Ladder Co., 1-2-3	1509 SE Powell Blvd. Portland 2, Ore
Dayton Safety Ladder Co., 1-2-3	2337 Gilbert Ave. Cincinnati, Ohio
Dee Mfg. Corp., 3	46 Oliver St. Newark 5, NJ
Delux Aluminum Ladders Inc., 1-2-3	6812 SW 81st St. S Miami, Fla
Falco Products Co., 1-2-3	1100 W York St. Philadelphia 33, Pa
Gilton Mfg. Corp., 3	85-99 5th Ave. Paterson, NJ
Goshen Churn & Ladder Inc., 1-2-3	Box 578, Goshen, Ind
Goshen Mfg. Co. Inc., The, 1-2-3	10th & Reynolds Sts. Goshen, Ind
Hamilton Cosco Inc., 3	2525 State St. Columbus, Ind
Holland Ladder & Mfg. Co., 1-2-3	430 W 253rd St. Holland, Mich
Howard Mfg. Co., 1-2-3	Kent, Wash
Larson Ladder Co., 1-2-3	651 Martin Ave. Santa Clara, Cal
Lincoln Mfg. Co., 1-2	Westminster, Md
Marshallan Mfg. Co., 3	1971 W 85 St. Cleveland 2, Ohio
Munsey Products Inc., 3	Box 4285, Asher Ave. Sta. Little Rock, Ark
Pennant Div. of Novo Industrial Corp., 3	9705 Cottage Grove Ave. Chicago 28, Ill
Putnam Rolling Ladder Co., 1-2-3	32 Howard St. New York 13, NY
Rich Inc., Howard B., 1-2-3	Box 120, Carrollton, Ky
Richbilt Mfg. Co., 1-2-3	3277 Spring Grove Ave. Cincinnati 25, Ohio
Scranton Aluminum Mfg. Co., 1	1011 Capouse Ave. Scranton 9, Pa
Shaf Mfg. Corp., 1-2-3	1019 New Market St. Philadelphia 23, Pa
Tremax Industries Inc., 3	1800 W Roscoe, Chicago 13, Ill
Woodenware Products Corp., 1-2-3	122 N 7th St. St Louis 1, Mo
Yeoman Corp., The, 3	American Furniture Mart, Chicago, Ill
Zoss Ladder & Mfg. Co., 1-2-3	4901 SW Macadam Ave. Portland 1, Ore

LADLES

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Blume Inc., S. J.	569 Broadway, New York 12, NY
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Carrollton Mfg. Co	Carrollton, Ohio
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Dillingham Woodenware	Box 186, Hart, Mich
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Eversdy Co	East St. Frederick, Md
Gadget House (Importer)	6 E 20th St. New York 3, NY
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Ka-Bar Inc	434 N 9th St. Olean, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Lisk-Savory Corp	245 Gorham St. Canandaigua, NY
Malco Foundry & Mfg. Co	2021-25 W Ferdinand St. Chicago 12, Ill
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
P.M.C. Mfg. Corp	Phoenicia, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Plastic Productions Co	1800 Industrial Way, Box 8, Redwood City, Cal
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Stainless Ware Co	Kearney Park, Flora, Miss
Styson Art Products Co	543 W 23rd St. New York 11, NY
Superior Plastics Inc	426 N Oakley Blvd. Chicago 12, Ill

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Thumauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
U. S. Stamping Co. Div. of Lisk-Savory Corp	Fostoria Ave. Moundsville, W Va
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY

LAZY SUSANS

Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Bennett & Co., J.	360 Furman St. Brooklyn, NY
Berea College Student Industries	Berea, Ky
Blackinton Co. Inc., W. & S.	Meriden, Conn
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Doranne of California	803 E Macy St. Los Angeles 12, Cal
E-Z Por Mfg. Corp	4315 N Lincoln, Chicago 18, Ill
Embassy Giftwares	801-1/2 E Macy St. Los Angeles 12, Cal
Everedy Co	East St. Frederick, Md
Farber & Shlevin Inc	32 Lexington Ave. Brooklyn, NY
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Gailstyn Company	1150 Broadway, New York, NY
Giftware Corp	200 W Central Ave. Roselle, Ill
Gilley Inc	240 E 152nd St. Bronx 51, NY
Green Mountain Studios Inc	White River Junction, Vt
Hazel-Atlas Glass Co. Div. Continental Can Co. Inc.	15th & Jacob Sts. Wheeling, W Va
Jaxton Mfg. Corp	Glens Falls, NY
Joal Mfg. Co. Inc	6437 S State St. Chicago 21, Ill
Kennedy Bros	11 Main St. Vergennes, Vt
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Kromex Corp	880 E 72nd St. Cleveland 8, Ohio
Lake Drive Products Co. Inc	Box 166, Edgerton, Wis
Lehman Bros	197 Grand St. New York 13, NY
Lith-O-Ware Products Inc	2700 N Paulina St. Chicago 14, Ill
Louisville Pottery Co., 4	228 E Bloom St. Louisville 8, Ky
Mahana Importing Co.	7 W 30th St. New York 1, NY
Margaret Studios Inc	Box 68, Murphy, NC
Marsh Industries	224 E 16th St. Los Angeles 15, Cal
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Melcor Inc	66 Barker St. Calais, Me
National Silver Co	241 5th Ave. New York 16, NY
Peoria Plastic Co	215 Taylor Ave. E Peoria, Ill
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Red Wing Potteries Inc	Red Wing, Minn
Rio Grande Studios	2421 McKinney Ave. Dallas, Tex
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Rothschild Bros. Inc	812 Mateo St. Los Angeles 21, Cal
Roto Broil Corp. of America	33-00 Northern Blvd. Long Island City, NY
Royal Chrome Housewares Inc	1956 N Wilmot Ave. Chicago 47, Ill
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal
Select Wares Inc	230 5th Ave. New York 1, NY
Shafford Co., The	225 5th Ave. New York 10, NY
Shenandoah Community Workers	Bird Haven, Va
Sheridan Silver Co. Inc	90 Ingell St. Taunton, Mass
Social Supper Inc	Pine St. Coshocton, Ohio
Soodhalter Plastic Products	1153 S Wall St. Los Angeles 15, Cal
Stylecraft Studios Inc	Coshocton, Ohio
Superior Plastics Inc	426 N Oakley Blvd. Chicago 12, Ill
Sylvan Ceramics	2955 E Foothill Blvd. Pasadena, Cal
Vermillion Co. Inc., W. R.	410-412 S Campbell St. Springfield, Mo
Viking Glass Co	802 Parkway, New Martinsville, W Va
Warren Inds. Inc	120 S Rancho Ave. San Bernardino, Cal
West Bend Co., The	West Bend, Wis
Wilson Specialties Co. Inc	90 Ingell St. Taunton, Mass
Woodcroftary Shops Inc., The	Coley Bldg. Wayland, NY

MASHERS, *POTATO*

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Ballak & Co	811 N 9th St. St. Louis 1, Mo
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Blume Inc., S. J.	569 Broadway, New York 12, NY
Cohen Inc., Nathan	1517 N 21st, Philadelphia, Pa
Crane Imports Inc	124 W 30th St. New York 1, NY
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Gadget House (Importer)	6 E 20th St. New York 3, NY
Household Mfg. Co	1844 E 22nd St. Los Angeles 58, Cal
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Ka-Bar Inc	434 N 9th St. Olean, NY
National Silver Co	241 5th Ave. New York 16, NY
P.M.C. Mfg. Corp	Phoenicia, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Spun Aluminum Products Corp	81 Spring St. New York 12, NY
Stainless Ware Co	Kearney Park, Flora, Miss
Thumauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Utica Cutlery Co	820 Noyes St. Utica 4, NY

MATS, *DOOR*

Ace Rubber Products Inc	100 Beech St. Akron 8, Ohio
American Import Co., The	1167 Mission St. San Francisco 3, Cal
Bamboo Imports Inc	261 Fifth Ave. New York 16, NY
Banner Mat & Products Co	7 Mercer St. Cincinnati 10, Ohio
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Better Monkey Grip Co	Box 6170, Dallas, Tex
Brandon Brown Inc	Box 1, Burlingame, Cal
Burton Mfg. Co	222 Vine St. Middlefield, Ohio
Buxbaum Co., The	1212-7th St., SW, Canton, Ohio
Cactus Mat & Patch Mfg. Co	10740 Weaver St. S El Monte, Cal
Chatham Brass Inc	52-55 74th St. Maspeth 78, NY
Crown Rubber Co	1635 Croghan St. Fremont, Ohio
Gering Plastics Div. Studebaker-Packard Corp	N 7th St. Kenilworth, NJ
Ideal Rubber Products Co	273 Van Sinderen Ave. Brooklyn 7, NY
Levitz, Harry	1150 Broadway, New York 1, NY
Lighthouse Industries of the New York Assoc. for the Blind	36-20 Northern Blvd. Long Island City, NY
Maus Inc., George H. (Importers)	25 Hamilton St. Amsterdam, NY
Meakins McKinnon Inc	Box 435, Lockport, NY
Newth Rubber Co	County Rd. Barrington, RI
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Postcraft Co	1220 W 6th Ave. Cleveland 13, Ohio
Pretty Products Inc	Coshocton, Ohio
Rio Grande Importing Co	Brownsville, Tex
Ross Products Co	1107 Broadway, New York, NY
Schacht Rubber Mfg. Co. Inc	238 Polk St. Huntington, Ind
Sterling Rubber Products Co. Inc	1009 N Main St. Los Angeles 12, Cal
Trans Ocean Import Co. Inc	292 5th Ave. New York 1, NY
U S Cocoa Mat Corp	Edward St. Madison, Ohio

MATS, *PROTECTIVE, RANGE & REFRIGERATOR*

Aristo-Mat Co. Div. of Phoenix Table Mat Co	1718 E 75th St. Chicago 49, Ill
Ballonoff Metal Products Co	2490 Lee Blvd. Cleveland 18, Ohio
Campbell Stainless Sales Corp	33 Murtland Ave. Washington, Pa
Ideal Rubber Products Co	273 Van Sinderen Ave. Brooklyn 7, NY
Miracloth Sales Chicopee Mfg. Corp	Box 68, Milltown, NJ
Newth Rubber Co	County Rd. Barrington, RI
Phoenix Table Mat Co	1718 E 75th St. Chicago 49, Ill
Pretty Products Inc	Coshocton, Ohio
Research Products Corp	1015 E Washington Ave. Madison 1, Wis
Schacht Rubber Mfg. Co. Inc	238 Polk St. Huntington, Ind

MILLS, *PEPPER & SPICE*

American Import Co., The	1167 Mission St. San Francisco 3, Cal
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Berea College Student Industries	Berea, Ky
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Davar Products Inc	15 W 26th St. New York 10, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Leeds of California	235 Westminster Ave. Venice, Cal
Maison Gourmet Ltd	1170 Broadway, New York 1, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Mouli Mfg. Corp	91 Broadway, Jersey City 6, NJ
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
Postanatic Co	1549-Belfield Ave. Philadelphia 41, Pa
Progressus Co	16 W 22nd St. New York 10, NY
Ray Control Co	244 5th Ave. New York 1, NY
Rio Grande Studios	2421 McKinney Ave. Dallas, Tex
Rothschild Bros. Inc	812 Mateo St. Los Angeles 21, Cal
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Seal Sac Inc	6 E 39th St. New York 16, NY
Styson Art Products	543 W 23rd St. New York 11, NY
Syracuse China	Syracuse 1, NY

Non-Electric Housewares

Thompson Corp., The George S.	727 S Monterey Pass Rd. Monterey Park, Cal
Verity South Hall Ltd. Inc	670 S Coast Hwy. Laguna Beach, Cal
Vermillion Co. Inc., W. R.	410-412 S Campbell St. Springfield, Mo
Woodcrest by Styson	543 W 23rd St. New York 11, NY
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY
World Distributors Inc	1355 Market St. San Francisco, Cal

MOLDS, *FOOD*

1. BUTTER
2. CAKE
3. FROZEN SUCKER
4. HAMBURGER
5. JELLY, PUDDING, etc.

Ballak & Co., 2-4-5	811 N 9th St. St Louis 1, Mo
Baruch Petranker Import Co. Inc., Coronet Div., 4	1147 Howard St. San Francisco, Cal
Bay Ridge Specialty Co., 5	96 Stokes Ave. Trenton 6, NJ
Bonley Products Co. Inc., 4	331 S Peoria St. Chicago 7, Ill
Enterprise Aluminum Co., 5	500 Oberlin Rd. SW, Massillon, Ohio
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Foodco Appliance Corp., Sub. Kitchen-Quip Inc., 4	Waterloo, Ind
Gadget House (Importer), 1-2-3-4-5	6 E 20th St. New York 3, NY
Heuck Co., M. E., 4	Box 20046, Cincinnati 20, Ohio
Hirco Mfg. Co	2430 W Chicago Ave. Chicago 22, Ill
Ice Treat Inc., 3	307 S 4th St. Newport, Pa
Illinois Pure Aluminum Co., 2-5	Holmes & Talcott Ave. Lemont, Ill
Langbein-Giftwares Division, 1	161 Willoughby St. Brooklyn 1, NY
Maison International Ltd., 4	30 W 15th St. New York 11, NY
Mirro Aluminum Co., 2-5	1512 Washington St. Manitowoc, Wis
Northland Aluminum Products Inc., 2-5	Hwy. #7 at Belt Line, Minneapolis 16, Minn
Novel-Craft Mfg. Co., 3-4-5	58 E 11 St. New York, NY
Roberts Co., Fred, 4	1578 Howard St. San Francisco 3, Cal
Schiller & Asmus Inc., 1	1525 Mdse Mart, Chicago 54, Ill
Spun Aluminum Products Corp., 4	81 Spring St. New York 12, NY
Thurnauer Co. Inc., G. M., 1-2-3-4-5	6 - E 20th St. New York 3, NY
West Bend Co., The, 5	West Bend, Wis
Woodcroftery Shops Inc., The., 1-4	Coley Bldg. Wayland, NY
Zachman & Co., 2-5	5004 Wilson Ave. Chicago 30, Ill

MOPS: See FLOOR CARE

MUGS & STEINS, *BEER*

American Bravo Co	5624 W Washington Blvd. Los Angeles 16, Cal
Anchor Hocking Glass Corp.	440 Glass Ave. Lancaster, Ohio
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Batlin & Son Inc., L.	49-51 W 23rd St. New York 10, NY
Bay Ridge Specialty Co	96 Stokes Ave. Trenton 6, NJ
Canonsburg Pottery Co	Box 110, Canonsburg, Pa
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Color Process	1223 W El Segrando, Gardena, Cal
Conrad Crafters	3521 Jacob St. Wheeling, W Va
Davar Products Inc	15 W 26th St. New York 10, NY
Hazel-Atlas Glass Co. Div. Continental Can Co. Inc.	15th & Jacob Sts. Wheeling, W Va
Holt-Howard Associates	639 Canal St. Stamford, Conn
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
McCoy Pottery Co., The Nelson	Roseville, Ohio
Milbern Mfg. Co	47-45 Vernon Blvd. Long Island City 1, NY
Morton Pottery Co	Morton, Ill
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
Pearl China & Pottery Co	Box 753, E Liverpool, Ohio
Peoria Plastic Co	215 Taylor Ave. E Peoria, Ill
Perfection Store Device Co	637 E 71st St. Chicago 19, Ill
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Ross Products Co	1107 Broadway, New York, NY
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Shafford Co., The	225 5th Ave. New York 10, NY
Stylecraft Studios Inc	Coshocton, Ohio
Watt Pottery Co., The	101-115 China St. Crooksville, Ohio

NUMBERS & LETTERS, *HOUSE*

Allen-Doane & Co. Inc	40 Sudbury St. Boston 14, Mass
Hall Co., Joseph	2121 W Clearfield St. Philadelphia 32, Pa
Jaybee Mfg. Corp	566 San Fernando Rd. Los Angeles 65, Cal
Kursh Products Inc	3148 W 32nd St. Cleveland 9, Ohio
Luce Mfg. Co	18 Marshall St. S Norwalk, Conn
Macklanburg-Duncan Co	Box 1197, Oklahoma City, Okla
McKinney Mfg. Co	1715 Liverpool St. Pittsburgh 33, Pa
Midwest Plastics Inc	208 Bates Ave. St Paul, Minn
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Palm Brothers Decalcomania Co	3691 Regent Ave. Cincinnati 12, Ohio
Quixal Products Co. Inc	395 Broadway, New York, NY
Reflecto Letters	1572 Stillwell Ave. Bronx, NY
Safe Padlock & Hardware Co. Sub. The American Hardware Corp	Lancaster, Pa
Wessel Hardware Corp.	919 N 5th St. Philadelphia 23, Pa

NUTCRACKERS & PICKS

Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Cutlers Guild Ltd. Div. of Imperial Intl. Corp.	1776 Broadway, New York, NY
Deep River Mfg. Co.	Deep River, Conn
Gadget House (Importer)	6 E 20th St. New York 3, NY
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Leeds of California	235 Westminster Ave. Venice, Cal
Maison International Ltd	30 W 15th St. New York 11, NY
Mexican Products Co	Box 506, Laredo, Tex
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
Mouli Mfg. Corp.	91 Broadway, Jersey City 6, NJ
Progressus Co	16 W 22nd St. New York 10, NY
Quackenbush Inc., H. M.	220 Prospect St. Herkimer, NY
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Viking Importrade Inc	225 5th Ave. New York 10, NY
Woodcrest by Styson	543 W 23rd St. New York 11, NY
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY
World Distributors Inc	1355 Market St. San Francisco, Cal

OPENERS, *BOTTLE & JAR*

Ami Co. Inc	3404 Main St. Buffalo, NY
Bar & Barbeque	1627 W 135th St. Gardena, Cal
Brown Inc., John Clark	1 Montgomery St. Belleville 9, NJ
Cornwall Corp	48 Wareham St. Boston 18, Mass
Edlund Co. Inc.	159 Home Ave. Ext. Burlington, Vt
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Gadget House (Importer)	6 E 20th St. New York 3, NY
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Langner Mfg. Co	12 W 27th St. New York 1, NY
Maison Gourmet Ltd	1170 Broadway, New York 1, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Ray Control Co	244 5th Ave. New York 1, NY
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Reliable Metal Products Co. Inc.	25 Elm Ave. Mt. Vernon, NY
Riswell Inc.	Box 298, Cos Cob, Conn
Robeson Cutlery Co. Inc	36 N Main St. Perry, NY
Roos Mfg. Co	197 E Sacto Ave. Chico, Cal
SWING-A-WAY MFG. CO., Adv Pg 162	4100 Beck Ave. St Louis 16, Mo
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Trinco Industries Inc	1807 S Clark St. Chicago 16, Ill
Williamson Co. Inc., C. T.	1 Montgomery St. Belleville 9, NJ
Wilton Products Inc	Wrightsville, Pa
Wright Inc., John	5106 Edmondson Ave. Baltimore 29, Md
Zachman & Co	5004 Wilson Ave. Chicago 30, Ill
Zim Mfg. Co	2850 W Fulton St. Chicago 12, Ill

OPENERS, *CAN*

1. HAND
2. WALL-MOUNTED

Acme Metal Goods Mfg. Co., 1	2 Orange St. Newark, NJ
Aviation Distributors Inc., 1	Box 1, Inwood, NY
Bar & Barbeque	1627 W 135th St. Gardena, Cal
Baruch Petranker Import Co. Inc., Coronet Div., 1	1147 Howard St. San Francisco, Cal
Bloomfield Industries Inc., 1	4546 W 47th St. Chicago 32, Ill
Cahil Mfg. Co., 1-2	1 Star Sq. Long Island City 1, NY
Edlund Co. Inc., 1-2	159 Home Ave. Ext. Burlington, Vt
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Ekco-Flint Div., Ekco Products Co., 1-2	1949 N Cicero Ave. Chicago 39, Ill
Gadget House (Importer)	6 E 20th St. New York 3, NY
Hamilton Import Corp., 1	132 Front St. New York 5, NY
Hazelton Products Inc	9468 Watson Industrial Park, St Louis 26, Mo
Holbeck Mfg. Co., 2	3701 Holt Ave. St Louis 16, Mo
Household Mfg. Co., 1-2	1844 E 22nd St. Los Angeles 58, Cal
Irvin Ware Co	43-30 38th St. Long Island City 1, NY

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Knobler & Co., Alfred E., 1	225 5th Ave. New York 10, NY
Landers Frary & Clark, 1-2	47 Center St. New Britain, Conn
Langner Mfg. Co	12 W 27th St. New York 1, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Magic Hostess Corp., 1-2	36th & Bennington, Kansas City 29, Mo
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Moeller Mfg. Co. Inc., 1	Box 1318, Greenville, Miss
Moss Co. Inc., S. I. (Importer), 1-2	112 E 19th St. New York 3, NY
P.M.C. Mfg. Corp., 1	Phoenicia, NY
Pacific-Western Pacific Import Co., 1-2	1325 S Los Angeles St. Los Angeles, Cal
Regent-Sheffield	3545 Webster Ave. New York 67, NY
RIVAL MFG. CO., 1-2, Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Swedish Metalcraft Inc	696 Palisade Ave. Teaneck, NJ
SWING-A-WAY MFG. CO., 1-2, Adv Pg 162	**4100 Beck Ave. St Louis 16, Mo**
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Turner & Seymour Mfg. Co	100 Lawton St. Torrington, Cal
Zachman & Co., 1	5004 Wilson Ave. Chicago 30, Ill
Zim Mfg. Co	2850 W Fulton St. Chicago 12, Ill

OPENERS, *EGG*

Gadget House (Importer)	6 E 20th St. New York 3, NY
Metal Products Engineering Inc	4000 Long Beach Ave. Los Angeles 58, Cal
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY

OVENS, *DUTCH*

Birmingham Stove & Range Co	Box 2593, Birmingham 2, Ala
Bremer Co., W. S.	New Washington, Ohio
Club Aluminum Products Co	825 26th St. La Grange Park, Ill
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Everedy Co	East St. Frederick, Md
Farber Inc., S. W	415 Bruckner Blvd. New York 54, NY
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Foil-Tex Aluminum Co	580 S Alameda St. Los Angeles 13, Cal
Foster Aluminum Alloy Prods. Corp	43-45 Pearl St. Forestville, NY
Hines-Park Foods Inc	408 E State St. Ithaca, NY
Illinois Pure Aluminum Co	Holmes & Talcott Ave. Lemont, Ill
Marshallan Mfg. Co	1971 W 85 St. Cleveland 2, Ohio
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Prizer-Ware, Textile Machine Works	Box 1382, Reading, Pa
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY
Roesch Enamel & Mfg. Co	Box 320, Belleville, Ill
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
U. S. Stamping Co. Div. of Lisk-Savory Corp	Fostoria Ave. Moundsville, W Va
Watt Pottery Co., The	101-115 China St. Crooksville, Ohio
Wearever Aluminum Inc	Wearever Bldg. New Kensington, Pa
West Bend Co., The	West Bend, Wis

OVENWARE: *See Item Desired*

PAILS
1. *HOUSEHOLD*
2. *MOP-WRINGER*

Alladin Plastics Inc., 1	1415 W 178 St. Gardena, Cal
Beacons Plastics Corp., 1	82 Needham St. Newton Highlands 61, Mass
Brittain Products Co., 1	Cuyahoga Falls, Ohio
Cal-Dak Co. The, 1	2525 Military Ave. Los Angeles 64, Cal
Cincinnati Galvanizing Co	4879 Spring Grove Ave. Cincinnati 32, Ohio
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Como Plastics Inc., 1	2455 National Rd. Columbus, Ind
Dover Stamping Co., 1-2	427 Plymouth Ave. Fall River, Mass
Enterprise Aluminum Co., 1	500 Oberlin Rd. SW, Massillon, Ohio
Esty Sales Co., 1	888 River Ave. New York 52, NY
Federal Enameling & Stamping Co., 1	Thompson Ave. McKees Rocks, Pa
Giftware Corp., 1	200 W Central Ave. Roselle, Ill
Idealware Inc	184-10 Jamaica Ave. Hollis 23, NY
Illinois Pure Aluminum Co., 1	Holmes & Talcott Ave. Lemont, Ill
Klein Max Inc., 1	8915 North End, Ferndale 20, Mich
Lawson Co., The, F. H., 1	Evans & Whateley Sts. Cincinnati 4, Ohio
Lisk-Savory Corp., 1-2	245 Gorham St. Canandaigua, NY
Neatway Products Inc., 1	1010 Lyndale Ave. N, Minneapolis, Minn
Pretty Products Inc., 1	Coshocton, Ohio
Reeves Steel & Mfg. Co. Div. of Empire-Reeves Steel Corp., 1-2	Dover, Ohio
Schlueter Mfg. Co., 1-2	4700 Goodfellow, St Louis 20, Mo
Sexton Can Co. Inc., 1	31 Cross St. Everett 49, Mass
Stainless Metals Inc., 1	19-42 42nd St. Long Island City 5, NY
U. S. Stamping Co. Div. of Lisk-Savory Corp., 1	Fostoria Ave. Moundsville, W Va
U. S. Steel Products Div. U. S. Steel Corp., 1-2	5100 Santa Fe Ave. Los Angeles 58, Cal
West Bend Co., The	West Bend, Wis
Wheeling Corrugating Co., 1-2	1134 Market St. Wheeling, W Va
Winona Metal Products Co., 1-2	1000 W 5th St. Winona, Minn

PANS, *FRYING*

Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Birmingham Stove & Range Co	Box 2593, Birmingham 2, Ala
Block J. & I.	1225 Broadway, New York 1, NY
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Bremer Co., W. S.	New Washington, Ohio
Carrollton Mfg. Co	Carrollton, Ohio
Club Aluminum Products Co	825 26th St. La Grange Park, Ill
Columbian Enameling & Stamping Co. Inc	1536 Beach St. Terre Haute, Ind
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Everedy Co	East St. Frederick, Md
Farber Inc., S. W	415 Bruckner Blvd. New York 54, NY
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Foil-Tex Aluminum Co	580 S Alameda St. Los Angeles 13, Cal
Foster Aluminum Alloy Prods. Corp	43-45 Pearl St. Forestville, NY
Griswold Mfg. Co	Fair Ave. Sidney, Ohio
Hines-Park Foods Inc	408 E State St. Ithaca, NY
Illinois Pure Aluminum Co	Holmes & Talcott Ave. Lemont, Ill
Mardigian Corp. Buckeye Div	Wooster, Ohio
Marshallan Mfg. Co	1971 W 85 St. Cleveland 2, Ohio
Meico Foundry & Mfg. Co	2021-25 W Ferdinand St. Chicago 12, Ill
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
National Aluminum Mfg. Co	720 Park Ave. Peoria 3, Ill
Prizer-Ware, Textile Machine Works	Box 1382, Reading, Pa
Ray Control Co	244 5th Ave. New York 1, NY
Regal Ware Inc	Kewaskum, Wis
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY
Roesch Enamel & Mfg. Co	Box 320, Belleville, Ill
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Schlueter Mfg. Co	4700 Goodfellow, St Louis 20, Mo
Spun Aluminum Products Corp	81 Spring St. New York 12, NY
Stainless Ware Co	Kearney Park, Flora, Miss
U. S. Stamping Co. Div. of Lisk-Savory Corp	Fostoria Ave. Moundsville, W Va
Wearever Aluminum Inc	Wearever Bldg. New Kensington, Pa
West Bend Co., The	West Bend, Wis

PANS, *ROASTING*: See ROASTERS

PANS, *SAUCE*

Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Block J. & I.	1225 Broadway, New York, 1, NY
Bremer Co., W. S.	New Washington, Ohio
Carrollton Mfg. Co	Carrollton, Ohio
Club Aluminum Products Co	825 26th St. La Grange Park, Ill
Davar Products Inc	15 W 26th St. New York 10, NY
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Everedy Co	East St. Frederick, Md
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Foster Aluminum Alloy Prods. Corp	43-45 Pearl St. Forestville, NY
Hines-Park Foods Inc	408 E State St. Ithaca, NY
Illinois Pure Aluminum Co	Holmes & Talcott Ave. Lemont, Ill
Lisk-Savory Corp	245 Gorham St. Canandaigua, NY
Mardigian Corp. Buckeye Div	Wooster, Ohio
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
National Aluminum Mfg. Co	720 Park Ave. Peoria 3, Ill
Prizer-Ware, Textile Machine Works	Box 1382, Reading, Pa
Regal Ware Inc	Kewaskum, Wis
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Spun Aluminum Products Corp	81 Spring St. New York 12, NY
Stainless Ware Co	Kearney Park, Flora, Miss
U. S. Stamping Co. Div. of Lisk-Savory Corp	Fostoria Ave. Moundsville, W Va
Wearever Aluminum Inc	Wearever Bldg. New Kensington, Pa
West Bend Co., The	West Bend, Wis

PANTRYWARE: See CANISTER SETS

PARERS & PEELERS

Acme Metal Goods Mfg. Co	2 Orange St. Newark, NJ
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Feemster Co., W. R.	131-N Main St. Brooklyn, Mich

Non-Electric Housewares

Gadget House (Importer)	6 E 20th St. New York 3, NY
Imperial Knife Associated Companies Inc	1776 Broadway, New York 19, NY
Lifetime Cutlery Corp	54 Knickerbocker Ave. Brooklyn 37, NY
Olsen Knife Co., Lee E.	Howard City, Mich
Ontario Knife Co	Franklinville, NY
P.M.C. Mfg. Corp	Phoenicia, NY
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Thurnauer Co. Inc., G. M.	6 – E 20th St. New York 3, NY
Utica Cutlery Co	820 Noyes St. Utica 4, NY
Withers, Sterling G.	Sinking Spring, Pa

PERCOLATORS: See **COFFEEMAKERS**

PICKS, *ICE*

Acme Metal Goods Mfg. Co	2 Orange St. Newark, NJ
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Langner Mfg. Co	12 W 27th St. New York 1, NY
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
P.M.C. Mfg. Corp	Phoenicia, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Williamson Co. Inc., C. T.	1 Montgomery St. Belleville 9, NJ

PITCHERS

1. WATER

2. MARTINI

Alladin Plastics Inc., 1	1415 W 178 St. Gardena, Cal
American Bravo Co., 1-2	5624 W Washington Blvd. Los Angeles 16, Cal
American Thermos Products Co., The, 1	Thermos Ave. Norwich, Conn
Anchor Hocking Glass Corp., 1-2	440 Glass Ave. Lancaster, Ohio
Bar & Barbeque, 2	1627 W 135th St. Gardena, Cal
Bartlett Collins Co., 1	Linden & Cleveland Sts. Sapulpa, Okla
Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Blackinton Co. Inc., W. & S., 1	Meriden, Conn
Blenko Glass Co., 1-2	Milton, W Va
Block J. & I.	1225 Broadway, New York 1, NY
Bloomfield Industries Inc., 1	4546 W 47th St. Chicago 32, Ill
Borgfeldt Corp., G., 1-2	1107 Broadway, New York 10, NY
Brandon Brown Inc	Box 1, Burlingame, Cal
Bryce Brothers Co., 1-2	Box 828, Mt. Pleasant, Pa
Cal-Dak Co. The	2525 Military Ave. Los Angeles 64, Cal
Canton Glass Co. Inc., 1-2	Box 311, Hartford City, Ind
Chemex Corp., 2	41 Murray St. New York 7, NY
Colonial Glass Co., 1-2	Weston, W Va
Color Process, 1-2	1223 W El Segrando, Gardena, Cal
Columbus Plastic Products Inc., 1	1625 W Mound St. Columbus 23, Ohio
Conrad Crafters, 1-2	3521 Jacob St. Wheeling, W Va
Doranne of California	803 E Macy St. Los Angeles 12, Cal
E-Z Por Mfg. Corp., 1	4315 N Lincoln, Chicago 18, Ill
Enterprise Aluminum Co., 1	500 Oberlin Rd. SW, Massillon, Ohio
Essex Products Div. of Welco Industries, 1-2	208 Clinton St. Hoboken, NJ
Farber & Shlevin Inc., 2	32 Lexington Ave. Brooklyn, NY
Federal Enameling & Stamping Co., 1	Thompson Ave. McKees Rocks, Pa
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Gailstyn Company, 2	1150 Broadway, New York, NY
Gay Fad Studio Inc., 1-2	220 Pierce Ave. Lancaster, Ohio
Giftware Corp., 1-2	200 W Central Ave. Roselle, Ill
Gilley Inc., 2	240 E 152nd St. Bronx 51, NY
Hadley Pottery Co. Inc., 1-2	1570 Story Ave. Louisville 6, Ky
Hazel-Atlas Glass Co. Div. Continental Can Co. Inc., 1	15th & Jacob Sts. Wheeling, W Va
Holt-Howard Associates, 1-2	639 Canal St. Stamford, Conn
Illinois Pure Aluminum Co., 1	Holmes & Talcott Ave. Lemont, Ill
International Silver Co., The, 1	500 S Broad St. Meriden, Conn
Javit-Badash Inc., 1-2	190-02 99 Ave. Hollis 23, NY
Knobler & Co., Alfred E., 1-2	225 5th Ave. New York 10, NY
Kraftware Corp., 1-2	225 5th Ave. New York, NY
Krischer Metal Products Co., 1	631 Kent Ave. Brooklyn 11, NY
Langbein-Giftwares Division, 1-2	161 Willoughby St. Brooklyn 1, NY
Lehman Bros., 1	197 Grand St. New York 13, NY
Lisk-Savory Corp., 1	245 Gorham St. Canandaigua, NY
Lotus Glass Co., The, 1-2	Lock Box 191, Barnesville, Ohio
Louisville Pottery Co.	228 E Bloom St. Louisville 8, Ky
Maison Gourmet Ltd., 2	1170 Broadway, New York 1, NY
Mardigian Corp. Buckeye Div., 1	Wooster, Ohio
Maryland Plastics Inc., 1	9 E 37th St. New York 16, NY
Maxwell-Phillips Co. Inc., 2	225 5th Ave. New York 10, NY
McCoy Pottery Co., The Nelson	Roseville, Ohio
Mexican Products Co., 1-2	Box 506, Laredo, Tex
Milbern Mfg. Co	47-45 Vernon Blvd. Long Island City 1, NY
Mirro Aluminum Co., 1-2	1512 Washington St. Manitowoc, Wis
Monongahela Valley Cut Glass Co., 1-2	E Brockway Ave. Box 166, Morgantown, W Va
N F C Engineering Co., 1	2939 6th Ave. N., Anoka, Minn
National Glass Mfg. Co., 1-2	39-41 Mechanic St. Buffalo 2, NY
National Silver Co., 1-2	241 5th Ave. New York 16, NY
Newland Schneeloch & Piek Inc., 1-2	1107 Broadway, New York, NY
Oneida Silversmiths, 1-2	Oneida, NY
Owens-Illinois Glass Co., 2	Ohio Bldg. Toledo 1, Ohio
Pearl China & Pottery Co., 1	Box 753, E Liverpool, Ohio
Ray Control Co	244 5th Ave. New York 1, NY
Red Wing Potteries Inc.	Red Wing, Minn
Regal Ware Inc., 1	Kewaskum, Wis
Republic Molding Corp., 1	6467 N Avondale Ave. Chicago 31, Ill
Robinson Clay Products Co., 1-2	65 W State St. Akron 9, Ohio
Rockwell Silver Co., 1-2	24 Randolph Ave. Meriden, Conn
Rogers Plastic Corp., 1	100 Arnold St. W, Warren, Mass
Ruckels Potteries Inc.	White Hall, Ill
Schiller & Asmus Inc., 1	1525 Mdse Mart, Chicago 54, Ill
Shafford Co., The, 1-2	225 5th Ave. New York 10, NY
Si Lite Inc., 1	2600 N Pulaski Rd. Chicago 39, Ill
Sinaco Co. Inc., 1-2	261 5th Ave. New York 16, NY
Smith Glass Co., L. E., 1	1900 Liberty St. Mt. Pleasant, Pa
Social Supper Inc., 1-2	Pine St. Coshocton, Ohio
Spun Aluminum Products Corp., 1	81 Spring St. New York 12, NY
Stainless Ware Co., 1	Kearney Park, Flora, Miss
Stylecraft Studios Inc., 1-2	Coshocton, Ohio
Syracuse China	Syracuse 1, NY
Transparent Specialties Corp	3828 E 91st St. Cleveland 5, Ohio
Tri-M Inc., 1	230 5th Ave. New York 1, NY
U. S. Stamping Co. Div. of Lisk-Savory Corp., 1	Fostoria Ave. Moundsville, W Va
Watt Pottery Co., The, 1	101-115 China St. Crooksville, Ohio
Wearever Aluminum Inc., 1	Wearever Bldg. New Kensington, Pa

PLANTERS

Alford & Co	138 Centre St. New York 13, NY
Allied Lamp Mfg. Co.	29 E 21st St. New York 10, NY
American Bravo Co.	5624 W Washington Blvd. Los Angeles 16, Cal
American Import Co., The	1167 Mission St. San Francisco 3, Cal
Artistic Wire Products Inc	Norwich Ave. Taftville, Conn
Bamboo & Rattan Works Inc.	901 Jefferson St. Hoboken, NJ
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Bay Ridge Specialty Co	96 Stokes Ave. Trenton 6, NJ
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Better Bilt Products	Addison, Ill
Birmingham Stove & Range Co	Box 2593, Birmingham 2, Ala
Block J. & I.	1225 Broadway, New York 1, NY
Brandon Brown Inc	Box 1, Burlingame, Cal
Burn/Strauss Inc.	6606-10th Ave. Los Angeles 43, Cal
Bush Brothers Products Corp	Little Valley, NY
Camark Pottery	Camden, Ark
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Carlisle Mfg. Co	109 Meeker St. Newark 8, NJ
Charleston Industries Inc.	Stark Industrial Park, Charleston, SC
Columbus Plastic Products Inc.	1625 W Mound St. Columbus 23, Ohio
Davar Products Inc	15 W 26th St. New York 10, NY
Dee Mfg. Corp	46 Oliver St. Newark 5, NJ
Edward Co., Bernard	5252 S Kolmar, Chicago, Ill
Ellenville Wood Novelty Co. Inc.	Clinton Ave. Ellenville, NY
Fine Arts Studio	1121-31 Waverly St. Philadelphia 47, Pa
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Foil-Tex Aluminum Co	580 S Alameda St. Los Angeles 13, Cal
Gailstyn Company	1150 Broadway, New York, NY
Gould Novelties Inc	741 Meacham Ave. Elmont, NY
Green Mountain Studios Inc	White River Junction, Vt
Hadley Pottery Co. Inc.	1570 Story Ave. Louisville 6, Ky
Harvell-Kilgore Sales Corp	Box 127, Bolivar, Tenn
Holt-Howard Associates	639 Canal St. Stamford, Conn
Howard Mfg. Co	Kent, Wash
Hutzler Mfg. Co	45-36 – 21st St. Long Island City 1, NY
Hutzler Mfg. Co	45-36 – 21st St. Long Island City 1, NY
Ideal Mfg. Co	1107 S 7th, Oskaloosa, Iowa
Jeb-Rod Corp	1950 N Ruby St. Melrose Park, Ill
Keen Industries Inc	320 N Elizabeth, Chicago, Ill
Kees Mfg. Co., F. D.	700 Park St. Beatrice, Neb
Klein Max Inc.	8915 North End, Ferndale 20, Mich
Koppoware Products Co	2029 W North Ave. Chicago 47, Ill
Kraftware Corp.	225 5th Ave. New York, NY
Levitz, Harry	1150 Broadway, New York 1, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Lith-O-Ware Products Inc.	2700 N Paulina St. Chicago 14, Ill
Mahana Importing Co.	7 W 30th St. New York 1, NY
Marsh Industries	224 E 16th St. Los Angeles 15, Cal
Maryland Plastics Inc.	9 E 37th St. New York 16, NY
McCoy Pottery Co., The Nelson	Roseville, Ohio
Mexican Products Co	Box 506, Laredo, Tex
Milwaukee Wire Frame Co	1570 1st St. Milwaukee 4, Wis

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Morton Pottery Co	Morton, Ill
Multi Products Inc	824 W 36th St. Chicago 9, Ill
Nash Merchandise Co., E. T.	725 Broadway, New York 3, NY
National Products Inc	900 Baxter Ave. Louisville 4, Ky
National Silver Co	241 5th Ave. New York 16, NY
Newland Schneeloch & Piek Inc	1107 Broadway, New York, NY
Ohio Wire Products Co. Inc	1025 E 5th Ave. Columbus, Ohio
Pacific Neocraft Corp	840 N Broadway, Escondido, Cal
Parallel Mfg. Corp	32 E 10th St. New York 3, NY
Perfection Store Device Co	637 E 71st St. Chicago 19, Ill
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Plastic Engineering Inc	8506 Lake Ave. Cleveland 2, Ohio
Plumbers Woodwork Co	Algoma, Wis
Quaker Industries	2500 60th St. Kenosha, Wis
Red Wing Potteries Inc	Red Wing, Minn
Roberts Colonial House Inc	300 E 152nd St. Harvey, Ill
Rogers Co., W. T.	Box 2095, Madison 5, Wis
Ross Products Co	1107 Broadway, New York, NY
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Shafford Co., The	225 5th Ave. New York 10, NY
Social Supper Inc	Pine St. Coshocton, Ohio
Stylecraft Studios Inc	Coshocton, Ohio
Superama Mfg. Co	420 Alabama St. NW, Grand Rapids 4, Mich
Tennessee Fabricating Co	1490 Grimes St. Memphis 6, Tenn
Three Mountaineers Inc	Box 5066, Ashville, NC
Treasure Craft	2320 N Alameda, Compton, Cal
Union Novelty Co	30 W 23rd St. New York, NY
Vandy-Craft	14105-1712 Merchandise Mart, Chicago, Ill
Virginia Metalcrafters Inc	1010 E Main St. Waynesboro, Va
Wilton Products Inc	Wrightsville, Pa
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY
Wright Inc., John	5106 Edmondson Ave, Baltimore 29, Md
X-Acto Inc	48-41 Van Dam St. Long Island City 1, NY

PLATES, *DIVIDED*

Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Byrd Plastics Inc	2950 W 12th St. Erie, Pa
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Giftware Corp	200 W Central Ave. Roselle, Ill
Majestic Products	58 Webster Ave. New Rochelle, NY
Milbern Mfg. Co	47-45 Vernon Blvd. Long Island City 1, NY
Miller Inds. Inc., R. A.	1525 Marion St. Grand Haven, Mich
National Silver Co	241 5th Ave. New York 16, NY
Smith Glass Co., L. E.	1900 Liberty St. Mt. Pleasant, Pa
Superior Paper Products Div. of St Regis Paper Co	Box 706, Marion, Ind
Superior Plastics Inc	426 N Oakley Blvd. Chicago 12, Ill
Trump Plastics Co	712 Melvin, Cuyahoga Falls, Ohio

PLATTERS

1. *CARVING*
2. *DECORATIVE*
3. *KITCHEN*
4. *SERVING*

Anchor Hocking Glass Corp., 1-4	440 Glass Ave. Lancaster, Ohio
Ashe-Houston Co., 3	Box 307, Glenbrook, Conn
Baruch Petranker Import Co. Inc., Coronet Div., 1-2	1147 Howard St. San Francisco, Cal
Blackinton Co. Inc., W. & S., 4	Meriden, Conn
Bloomfield Industries Inc., 4	4546 W 47th St. Chicago 32, Ill
Brastoff Sascha Products Ind., 2	11520 W Olympic Blvd. Los Angeles 64, Cal
Burn/Strauss Inc., 1	6606-10th Ave. Los Angeles 43, Cal
Burn/Strauss Inc., 1	6606-10th Ave. Los Angeles 43, Cal
Canonsburg Pottery Co., 4	Box 110, Canonsburg, Pa
Carrollton Mfg. Co., 4	Carrollton, Ohio
Conrad Crafters	3521 Jacob St. Wheeling, W Va
Eisenberg-Lozano Inc., 1	53 E 34th St. New York 16, NY
Essex Products Div. of Welco Industries, 1-2-3-4	208 Clinton St. Hoboken,NJ
Esty Sales Co., 4	888 River Ave. New York 52, NY
Everedy Co., 4	East St. Frederick, Md
Farber & Shlevin Inc., 4	32 Lexington Ave. Brooklyn, NY
Giftware Corp., 1-2-3-4	200 W Central Ave. Roselle, Ill
Hadley Pottery Co. Inc., 2-4	1570 Story Ave. Louisville 6, Ky
International Silver Co., The, 4	500 S Broad St. Meriden, Conn
Jaxton Mfg. Corp., 1-4	Glens Falls, NY
Kay Co. Inc., W., 2-4	19 W 23rd St. New York 10, NY
Krischer Metal Products Co., 2-3-4	631 Kent Ave. Brooklyn 11, NY
Langbein-Giftwares Division, 2-4	161 Willoughby St. Brooklyn 1, NY
Laughlin China Co., Homer, 2	Newell, W Va
Lehman Bros., 2	197 Grand St. New York 13, NY
Louisville Pottery Co., 4	228 E Bloom St. Louisville 8, Ky
Maison International Ltd., 2	30 W 15th St. New York 11, NY
Melco Foundry & Mfg. Co., 4	2021-25 W Ferdinand St. Chicago 12, Ill
Melcor Inc., 1-4	66 Barker St. Calais, Me
Milbern Mfg. Co	47-45 Vernon Blvd. Long Island City 1, NY
National Aluminum Mfg. Co	720 Park Ave. Peoria 3, Ill
National Silver Co., 1-2-4	241 5th Ave. New York 16, NY
Northland Aluminum Products Inc., 1-4	Hwy. #7 at Belt Line, Minneapolis 16, Minn
Pacific-Western Pacific Import Co., 1-2	1325 S Los Angeles St. Los Angeles, Cal
Pearl China & Pottery Co	Box 753, E Liverpool, Ohio
Pfaltzgraff Pottery Co., The, 1-3-4	W King St. Extd. York, Pa
Prizer-Ware, Textile Machine Works	Box 1382, Reading, Pa
Red Wing Potteries Inc	Red Wing, Minn
Rockwell Silver Co., 2-4	24 Randolph Ave. Meriden, Conn
Roesch Enamel & Mfg. Co., 4	Box 320, Belleville, Ill
Rogers Plastic Corp., 4	100 Arnold St. W, Warren, Mass
Ross Products Co	1107 Broadway, New York, NY
Royal Chrome Housewares Inc., 4	1956 N Wilmot Ave. Chicago 47, Ill
Ryssin Co., J. W., 1-2	1009 Battery St. San Francisco, Cal
Shafford Co., The, 2-4	225 5th Ave. New York 10, NY
Social Supper Inc., 1	Pine St. Coshocton, Ohio
Spun Aluminum Products Corp., 4	81 Spring St. New York 12, NY
Stetson China Co., 4	Lincoln, Ill
Stylecraft Studios Inc., 2	Coshocton, Ohio
Swedish Metalcraft Inc	696 Palisade Ave. Teaneck, NJ
Syracuse China	Syracuse 1, NY
Trump Plastics Co., 4	712 Melvin, Cuyahoga Falls, Ohio

POACHERS, *EGG*

Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Everedy Co	East St. Frederick, Md
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Hines-Park Foods Inc	408 E State St. Ithaca, NY
Illinois Pure Aluminum Co	Holmes & Talcott Ave. Lemont, Ill
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Mardigian Corp. Buckeye Div	Wooster, Ohio
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Regal Ware Inc	Kewaskum, Wis
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY
Stainless Ware Co	Kearney Park, Flora, Miss
Wearever Aluminum Inc	Wearever Bldg. New Kensington, Pa
West Bend Co., The	West Bend, Wis

POLES, *TOWEL*

Fama Mfg. Co. Inc	96-11 222 St. Queens Village, NY
Handy-Andy Specialty Co. Inc	1107 Broadway, New York 10, NY
Imperial Electronics Mfg. Inc	291 Cleveland St. Orange, NJ
Jeb-Rod Corp	1950 N Ruby St. Melrose Park, Ill
Lafayette Products Co. Inc	25 W 31st St. New York, NY
Lee-Rowan Co	6301 Etzel Ave. St. Louis 33, Mo
Levitz, Harry	1150 Broadway, New York 1, NY
Shelfmaker Products Corp	Arlington Ave. Kearny, NJ
Stephan Co. Inc., Jerrold	400 - 1st Ave. N, Minneapolis, Minn

POPPERS, *CORN*

Davies Mfg. Co	Pratt, Kan
Everedy Co	East St. Frederick, Md
Gadget House (Importer)	6 E 20th St. New York 3, NY
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Regal Ware Inc	Kewaskum, Wis
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
U. S. Fireplace Accessories Div. Davies Mfg. Co	Pratt, Kan

POTS, *COOKING*

Birmingham Stove & Range Co	Box 2593, Birmingham 2, Ala
Block J. & I.	1225 Broadway, New York 1, NY
Bremer Co., W. S.	New Washington, Ohio
Club Aluminum Products Co	825 26th St. La Grange Park, Ill
Davar Products Inc	15 W 26th St. New York 10, NY
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Everedy Co	East St. Frederick, Md
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Frankoma Pottery	Sapulpa, Okla
Griswold Mfg. Co	Fair Ave. Sidney, Ohio
Illinois Pure Aluminum Co	Holmes & Talcott Ave. Lemont, Ill
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
National Silver Co	241 5th Ave. New York 16, NY
Prizer-Ware, Textile Machine Works	Box 1382, Reading, Pa

Non-Electric Housewares

Regal Ware Inc	Kewaskum, Wis
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Spun Aluminum Products Corp	81 Spring St. New York 12, NY
Stainless Ware Co	Kearney Park, Flora, Miss
U. S. Stamping Co. Div. of Lisk-Savory Corp	Fostoria Ave. Moundsville, W Va
Wearever Aluminum Inc	Wearever Bldg. New Kensington, Pa
West Bend Co., The	West Bend, Wis

POTTERY, *DECORATIVE*

American Bravo Co	5624 W Washington Blvd. Los Angeles 16, Cal
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Bay Ridge Specialty Co	96 Stokes Ave. Trenton 6, NJ
Block J. & I.	1225 Broadway, New York 1, NY
Blume Inc., S. J.	569 Broadway, New York 12, NY
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Brastoff Sascha Products Ind	11520 W Olympic Blvd. Los Angeles 64, Cal
Camark Pottery	Camden, Ark
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Carlisle Mfg. Co	109 Meeker St. Newark 8, NJ
Conrad Crafters	3521 Jacob St. Wheeling, W Va
Doranne of California	809 E Mecy St. Los Angeles 12, Cal
Embassy Giftwares	801-1/2 E Mecy St. Los Angeles 12, Cal
Frankoma Pottery	Sapulpa, Okla
Haeger Potteries Inc	7 Maiden Ln. Dundee, Ill
Holt-Howard Associates	639 Canal St. Stamford, Conn
Keen Industries Inc	320 N Elizabeth, Chicago, Ill
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Laughlin China Co., Homer	Newell, W Va
Los Angeles Potteries	11700 S Alameda, Lynwood, Cal
Louisville Pottery Co	228 E Bloom St. Louisville 8, Ky
Marsh Industries	224 E 16th St. Los Angeles 15, Cal
McCoy Pottery Co., The Nelson	Roseville, Ohio
Mexican Products Co	Box 506, Laredo, Tex
Milbern Mfg. Co	47-45 Vernon Blvd. Long Island City 1, NY
National Silver Co	241 5th Ave. New York 16, NY
Perfection Store Device Co	637 E 71st St. Chicago 19, Ill
Red Wing Potteries Inc	Red Wing, Minn
Ritter Sons, F. W.	S Rockwood, Mich
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Roselane Pottery	249 Mary St. Pasadena 3, Cal
Ruckels Potteries Inc	White Hall, Ill
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Shafford Co., The	225 5th Ave. New York 10, NY
Social Supper Inc	Pine St. Coshocton, Ohio
Soria & Simon Co	403 E 62nd St. New York, NY
Sylvan Ceramics	2955 E Foothill Blvd. Pasadena, Cal
Treasure Craft	2320 N Alameda, Compton, Cal

PRESSES, *FOOD*

1. *COOKIE*
2. *FRUIT & VEGETABLE*
3. *GARLIC*
4. *HAMBURGER*

American Import Co., The, 4	1167 Mission St. San Francisco 3, Cal
Baruch Petranker Import Co. Inc., Coronet Div., 3-4	1147 Howard St. San Francisco, Cal
Bloomfield Industries Inc., 4	4546 W 47th St. Chicago 32, Ill
Bonley Products Co. Inc., 4	331 S Peoria St. Chicago 7, Ill
Burn/Strauss Inc., 4	6606-10th Ave. Los Angeles 43, Cal
Chop-Rite Mfg. Co	880 Cross St. Pottstown, Pa
Damar Prods. Inc., 3	Damar Bldg. Elizabeth, NJ
Ekco-Autoyre Div., Ekco Products Co., 3	1949 N Cicero Ave. Chicago 39, Ill
Gadget House (Importer), 1-2-3-4	6 E 20th St. New York 3, NY
Heuck Co., M. E., 4	Box 20046, Cincinnati 20, Ohio
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Maison International Ltd., 4	30 W 15th St. New York 11, NY
Mirro Aluminum Co., 1	1512 Washington St. Manitowoc, Wis
Northland Aluminum Products Inc., 1	Hwy. #7 at Belt Line, Minneapolis 16, Minn
Progressus Co., 3	16 W 22nd St. New York 10, NY
Thumauer Co. Inc., G. M., 1-2-3-4	6 - E 20th St. New York 3, NY
Wearever Aluminum Inc., 1	Wearever Bldg. New Kensington, Pa
Wecolite Co. Inc., 1	126 5th Ave. New York 11, NY
Woodcroftery Shops Inc., The., 4	Coley Bldg. Wayland, NY
Zachman & Co., 1	5004 Wilson Ave. Chicago 30, Ill

PROTECTORS: See **MATS,** *PROTECTIVE*

RACKS, *CLOSET*

1. *BELT*
2. *COAT & HAT*
3. *SHOE*
4. *TIE*

A K Electric Corp., 1-2-3-4	231 Front St. Brooklyn 1, NY
Allied Lamp Mfg. Co., 2-4	29 E 21st St. New York 10, NY
Beacon Enterprises Inc., 1-2-3-4	286 5th Ave. New York, NY
Beacons Plastics Corp., 2	82 Needham St. Newton Highlands 61, Mass
Belvedere Space Saving Products Co., 1-2-3-4	230 Fifth Ave. New York 1, NY
Campro Product Inc., 4	3131 Alliance Rd. NE, Canton 1, Ohio
Citation Housewares Inc., 2	21 Elm Ave. Mount Vernon, NY
Crest Specialty Inc	2632 S Dearborn St. Chicago 16, Ill
Ekco-Autoyre Div., Ekco Products Co., 1-2-3-4	1949 N Cicero Ave. Chicago 39, Ill
Hallmark Inds. Corp., 4	2323 Biscayne Blvd. Miami, Fla
Hobar Inc., 1-2-3	9 Water St. Leicester, Mass
Jeb-Rod Corp., 2	1950 N Ruby St. Melrose Park, Ill
Jo-Do Specialty Co. Inc., 3	389 5th Ave. New York 16, NY
Lafayette Products Co. Inc., 1-2-3-4	25 W 31st St. New York, NY
Lee-Rowan Co., 1-2-3-4	6301 Etzel Ave. St. Louis 33, Mo
Lerner Inc., Stuart M., 1-2-3-4	525 Broad Hollow Rd. Melville, NY
Levitz, Harry, 2-3-4	1150 Broadway, New York 1, NY
Macklanburg-Duncan Co., 2	Box 1197, Oklahoma City, Okla
Mahana Importing Co., 4	7 W 30th St. New York 1, NY
Marshallan Mfg. Co., 2	1971 W 85 St. Cleveland 2, Ohio
Maxwell-Phillips Co. Inc., 1-4	225 5th Ave. New York 10, NY
Mission Industries, 1-4	753 W Washington, Box 1087, Escondido, Cal
Modern Spacemaster Product Inc	55 Water Mill Ln. Great Neck, NY
Ohio Stamping & Mfg. Co., 3	5103 Lakeside, Cleveland 14, Ohio
Reliable Metal Products Co. Inc., 2	25 Elm Ave. Mt. Vernon, NY
Sanjo Utility Mfg. Co. Inc	37-45 Grand St. Brooklyn 11, NY
Shelfmaker Products Corp	Arlington Ave. Kearny, NJ
Waco Products Inc., 2	450 N Leavitt St. Chicago 12, Ill
Wessel Hardware Corp., 2	919 N 5th St. Philadelphia 23, Pa
Williams Mfg. Co. Inc., 1-4	419 E La Palma Ave. Anaheim, Cal
Wilton Products Inc., 4	Wrightsville, Pa
Woodcroftery Shops Inc., The, 2	Coley Bldg. Wayland, NY

RACKS, *COOKING*

1. *COOLING, BREAD & CAKE*
2. *ROASTING & BAKING*

Art Wire Creations Inc., 1	41 Wayne Ave. Suffern, NY
Automatic Wire Goods Mfg. Co. Inc., 2	38 S Gerard Ave. New York 51, NY
Brown Inc., John Clark, 2	1 Montgomery St. Belleville 9, NJ
Foley Mfg. Co., 2	3300 5th NE, Minneapolis 18, Minn
Gadget House (Importer), 2	6 E 20th St. New York 3, NY
Hamblin Mfg. Co. Inc	28 Water St. Worcester 4, Mass
Illinois Pure Aluminum Co., 1-2	Holmes & Talcott Ave. Lemont, Ill
Johnson-Stuart Co., 1-2	6124 Milwaukee Ave. Chicago 46, Ill
Lynch-Jamentz Co., 1-2	1109 N Virgil Ave. Los Angeles 29, Cal
Thumauer Co. Inc., G. M., 2	6 - E 20th St. New York 3, NY
Universal Fan Co. Inc. & McCormick Mfg. Co., 1-2	12 W 2nd St. Peru, Ind
Wearever Aluminum Inc., 2	Wearever Bldg. New Kensington, Pa
Zachman & Co., 2	5004 Wilson Ave. Chicago 30, Ill

RACKS, *KITCHEN*

1. *CUP & SAUCER*
2. *DISH*
3. *POT & PAN*
4. *SPICE*
5. *TOWEL*
6. *TUMBLER*

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
American Import Co., The, 4	1167 Mission St. San Francisco 3, Cal
Art Wire Creations Inc., 1-2-6	41 Wayne Ave. Suffern, NY
Artcraft Wire Works, 1-2	230 5th Ave. New York 1, NY
Artistic Wire Products Inc., 1-2-6	Norwich Ave. Taftville, Conn
B & D Assoc., 4	Box 115, Rochester 1, NY
Brown Inc., John Clark, 1-4	1 Montgomery St. Belleville 9, NJ
Burn/Strauss Inc., 4	6606-10th Ave. Los Angeles 43, Cal
Citation Housewares Inc., 5-6	21 Elm Ave. Mount Vernon, NY
Columbus Plastic Products Inc., 4-5	1625 W Mound St. Columbus 23, Ohio
Commonwealth Plastics Corp., 1	98 Adams St. Leominster, Mass
Corcoran Mfg. Co., 5	1379 Gladys Ave. Long Beach 4, Cal
Dometco Inc., 1-2-3-4	Box 64313, Los Angeles 64, Cal
Edward Co., Bernard, 5	5252 S Kolmar, Chicago, Ill
Ekco-Autoyre Div., Ekco Products Co., 5-6	1949 N Cicero Ave. Chicago 39, IIII
Ekco-Flint Div., Ekco Products Co., 3	1949 N Cicero Ave. Chicago 39, Ill
Elgin Novelties, 2-3	% Greensfelder B-210, NE Corner 47th & Pine Sts. Philadelphia 43, Pa
Endicott-Seymour of Ann Arbor, 1-2	Box 1405, Ann Arbor, Mich

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Finkelstein, M., 1-2	3 Great Jones St. New York 12, NY
Grayline Housewares Inc., 1-3-4-5-6	19 N Union St. Elgin, Ill
Hallmark Inds. Corp., 5	2323 Biscayne Blvd. Miami, Fla
Handy-Andy Specialty Co. Inc., 5	1107 Broadway, New York 10, NY
Hy-Ko Products Co., 4	6813 Wade Park Ave. Cleveland 3, Ohio
Ideal Rubber Products Co., 2-5	273 Van Sinderen Ave. Brooklyn 7, NY
Jeb-Rod Corp., 3-4-5	1950 N Ruby St. Melrose Park, Ill
Lafayette Products Co. Inc., 5	25 W 31st St. New York, NY
Maggie Magnetic Inc., 1-5	111 Marion St. Paterson, NJ
Maison International Ltd., 4	30 W 15th St. New York 11, NY
Maryland Plastics Inc., 2-6	9 E 37th St. New York 16, NY
Master Specialty Products Mfg. Co., 4	165 Nye Ave. Newark 8, NJ
Maxwell-Phillips Co. Inc., 5	225 5th Ave. New York 10, NY
Metaline Products Co. Inc., 1-2	101 N Feltus st. at David St. S Amboy, NJ
Mexican Products Co	Box 506, Laredo, Tex
Milbern Mfg. Co., 1	47-45 Vernon Blvd. Long Island City 1, NY
Mirra Cote Industries, 5-6	Box 158, El Segundo, Cal
Mitchell Industries, Dennis, 4-5	4424 Paul St. Philadelphia, Pa
Modern Spacemaster Product Inc	55 Water Mill Ln. Great Neck, NY
Owens-Illinois Glass Co., 1-2	Ohio Bldg. Toledo 1, Ohio
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Pask Mfg. Co., 1-4	12 Maple Ave. Haverstraw, NY
Pretty Products Inc., 2	Coshocton, Ohio
Rayco Products Inc., 5-6	Mill St. Middletown, Conn
Reliable Metal Products Co. Inc., 5-6	25 Elm Ave. Mt. Vernon, NY
Revere Copper & Brass Inc. Rome Mfg. Co. Div., 3	201 Mill St. Rome, NY
Roberts Colonial House Inc., 1-2	300 E 152nd St. Harvey, Ill
Rochow Swirl Mixer Co., 5	Box 4005, Rochester 10, NY
Ryssin Co., J. W., 4	1009 Battery St. San Francisco, Cal
Schiller & Asmus Inc., 3-5	1525 Mdse Mart, Chicago 54, Ill
Semler, J. H.	223 N "F" St. Hamilton, Ohio
Shelfmaker Products Corp., 5	Arlington Ave. Kearny, NJ
Stainless Ware Co	Kearney Park, Flora, Miss
Tatcher, Ernest, 1-2	266 NW 26th St. Miami, Fla
Three Mountaineers Inc., 4	Box 5066, Ashville, NC
Tipp Novelty Co., 4	Tipp City, Ohio
Washington Steel Products Inc., 3-4-5	1940 E 11th St. Tacoma 2, Wash
Woodcroftery Shops Inc., The, 4	Coley Bldg. Wayland, NY
World Distributors Inc	1355 Market St. San Francisco, Cal

REELS, *CLOTHESLINE*
1. *MANUAL*
2. *RETRACTABLE*

A K Electric Corp., 1	231 Front St. Brooklyn 1, NY
Acme Metal Goods Mfg. Co., 1	2 Orange St., Newark, NJ
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Cordomatic Corp., 2	1724 W Indiana Ave. Philadelphia 32, Pa
Falco Products Co., 1-2	1100 W York St. Philadelphia 33, Pa
Pacific-Western Pacific Import Co., 2	1325 S Los Angeles St. Los Angeles, Cal
Patent Novelty Co	303 8th Ave. Fulton, Ill
Silvercraft Co. Inc., 2	164-170 A St. Boston 10, Mass
Woodenware Products Corp	122 N 7th St. St Louis 1, Mo

RICERS

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Mouli Mfg. Corp	91 Broadway, Jersey City 6, NJ

ROASTERS

Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Bremer Co., W. S.	New Washington, Ohio
Carrollton Mfg. Co	Carrollton, Ohio
Club Aluminum Products Co	825 26th St. La Grange Park, Ill
Columbian Enameling & Stamping Co. Inc	1536 Beach St. Terre Haute, Ind
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
G & S Metal Products Co. Inc	1250 W 65th St. Cleveland 2, Ohio
Griswold Mfg. Co	Fair Ave. Sidney, Ohio
Illinois Pure Aluminum Co	Holmes & Talcott Ave. Lemont, Ill
Lisk-Savory Corp	245 Gorham St. Canandaigua, NY
Lynch-Jamentz Co	1109 N Virgil Ave. Los Angeles 29, Cal
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
National Aluminum Mfg. Co	720 Park Ave. Peoria 3, Ill
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Prizer-Ware, Textile Machine Works	Box 1382, Reading, Pa
Regal Ware Inc	Kewaskum, Wis
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY
Royal Dru Inc	103 Erie St. Cambridge 39, Mass
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Spun Aluminum Products Corp	81 Spring St. New York 12, NY
U. S. Stamping Co. Div. of Lisk-Savory Corp	Fostoria Ave. Moundsville, W Va
Wearever Aluminum Inc	Wearever Bldg. New Kensington, Pa
West Bend Co., The	West Bend, Wis
Wisconsin Aluminum Foundry Co. Inc	16th and Franklin Sts. Manitowoc, Wis

ROASTERS, *FRANKFURTER & HAMBURGER*

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Davies Mfg. Co	Pratt, Kan
Hamblin Mfg. Co. Inc	28 Water St. Worcester 4, Mass
New Method Mfg. Co	76 S Ave. Bradford, Pa

RODS, *CLOSET*

A K Electric Corp	231 Front St. Brooklyn 1, NY
Air Control Products Inc	Coopersville, Mich
Andrew Co	Box 57-AA, Findlay, Ohio
Carlson Products Inc	6633 Olive Blvd. St Louis 30, Mo
Citation Housewares Inc	21 Elm Ave. Mount Vernon, NY
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Hall Co., Joseph	2121 W Clearfield St. Philadelphia 32, Pa
Jeb-Rod Corp	1950 N Ruby St. Melrose Park, Ill
Lafayette Products Co. Inc	25 W 31st St. New York, NY
Lee-Rowan Co	6301 Etzel Ave. St. Louis 33, Mo
Leigh Building Products Div. Air Control Prods. Inc	Coopersville, Mich
Lerner Inc., Stuart M.	525 Broad Hollow Rd. Melville, NY
Levitz, Harry	1150 Broadway, New York 1, NY
Macklanburg-Duncan Co	Box 1197, Oklahoma City, Okla
McKinney Mfg. Co	1715 Liverpool St. Pittsburgh 33, Pa
Rockwood Mfg. Co	Rockwood, Pa
Shelfmaker Products Corp	Arlington Ave. Kearny, NJ

ROLLING PINS

Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Cohen Inc., Nathan	1517 N 21st, Philadelphia, Pa
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Thorpe Ball Bearing Rolling Pin Co	Maple Ave. Cheshire, Conn
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY

SALAMANDERS

Swanco Div. Toccoa Metal Products Co. Inc	Box 751, Toccoa, Ga

SAWS, *KITCHEN*

Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Brown Inc., John Clark	1 Montgomery St. Belleville 9, NJ
Gadget House (Importer)	6 E 20th St. New York 3, NY
Langner Mfg. Co	12 W 27th St. New York 1, NY
Michigan Saw & File Co	61 Sproat St. Detroit, Mich
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Thurnauer Co. Inc., G. M.	6 E 20th St. New York 3, NY

SALAD BOWLS & SETS

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
American Bravo Co	5624 W Washington Blvd. Los Angeles 16, Cal
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Batlin & Son Inc., L.	49-51 W 23rd St. New York 10, NY
Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Bennett & Co., J.	360 Furman St. Brooklyn, NY
Blackinton Co. Inc., W. & S.	Meriden, Conn
Blenko Glass Co	Milton, W Va
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Canonsburg Pottery Co	Box 110, Canonsburg, Pa
Capital Enterprise Co	1225 Broadway, New York 1, NY
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Cutlers Guild Ltd, Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Daco Products Co	783 N Broadway, White Plains, NY
Dillingham Woodenware	Box 186, Hart, Mich
Doranne of California	803 E Macy St. Los Angeles 12, Cal
Eisenberg-Lozano Inc	53 E 34th St. New York 16, NY
Essex Products Div. of Welco Industries	208 Clinton St. Hoboken, NJ
Farber & Son Inc., Sydney	951 Shepherd Ave. Brooklyn 8, NY

Non-Electric Housewares

Flambeau Plastics Corp	800 Lynn Ave, Baraboo, Wis
G-H Specialty Co	3408 N Holton St. Milwaukee 12, Wis
Gailstyn Company	1150 Broadway, New York, NY
Gay Fad Studio Inc	220 Pierce Ave. Lancaster, Ohio
Giftware Corp	200 W Central Ave. Roselle, Ill
Gilley Inc	240 E 152nd St. Bronx 51, NY
Grand Rapids Dowel Works	701 West Burton, Grand Rapids 9, Mich
Green Mountain Studios Inc	White River Junction, Vt
Hazel-Atlas Glass Co. Div. Continental Can Co. Inc.	15th & Jacob Sts. Wheeling, W Va
Hull Cutlers Corp., John	1239 Broadway, New York 1, NY
International Silver Co., The.	500 S Broad St. Meriden, Conn
Kennedy Bros	11 Main St. Vergennes, Vt
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Langner Mfg. Co	12 W 27th St. New York 1, NY
Laughlin China Co., Homer	Newell, W Va
Lehman Bros	197 Grand St. New York 13, NY
Lenox Plastics Inc	4417 Oleatha Ave. St. Louis 16, Mo
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Los Angeles Potteries	11700 S Alameda, Lynwood, Cal
Louisville Pottery Co.	228 E Bloom St. Louisville 8, Ky
Maison Gourmet Ltd	1170 Broadway, New York 1, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Mallory Plastics Co	3670 Milwaukee Ave. Chicago 41, Ill
Margaret Studios Inc	Box 68, Murphy, NC
McCoy Pottery Co., The Nelson	Roseville, Ohio
Melcor Inc.	68 Barker St. Calais, Me
Mexican Products Co	Box 506, Laredo, Tex
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Mishan & Sons, E.	6 W 28th St. New York 1, NY
Newland Schneeloch & Piek Inc	1107 Broadway, New York, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Oneida Silversmiths	Oneida, NY
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Pearl China & Pottery Co	Box 753, E Liverpool, Ohio
Peoria Plastic Co	215 Taylor Ave. E Peoria, Ill
Perfection Store Device Co	637 E 71st St. Chicago 19, Ill
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Plastic Mfg. Co	2700 S Westmoreland Ave. Dallas 33, Tex
Plastic Productions Co	1800 Industrial Way, Box 8, Redwood City, Cal
Postmatic Co	1549-Belfield Ave. Philadelphia 41, Pa
Premier Mfg. Co	2520-2534 S Western Ave. Chicago 8, Ill
Prestige Hardware Corp	825 S Ajax Ave. City of Industry, Cal
Quon-Quon Co	1823 S Hope St. Los Angeles, Cal
Ray Control Co	244 5th Ave. New York 1, NY
Red Wing Potteries Inc.	Red Wing, Minn
Rio Grande Importing Co	Brownsville, Tex
Rio Grande Studios	2421 McKinney Ave. Dallas, Tex
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Robinson Clay Products Co.	65 W State St. Akron 9, Ohio
Rogers Plastic Corp	100 Arnold St. W, Warren, Mass
Roto Broil Corp. of America	33-00 Northern Blvd. Long Island City, NY
Ryssin Co., J. W.	1009 Battery St. San Francisco, Cal
Sabin China Co. Inc	Box 421, McKeesport, Pa
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Select Wares Inc	230 5th Ave. New York 1, NY
Shafford Co., The	225 5th Ave. New York 10, NY
Shenandoah Community Workers	Bird Haven, Va
Si Lite Inc	2600 N Pulaski Rd. Chicago 39, Ill
Silvercraft Co. Inc.	164-170 A St. Boston 10, Mass
Smith Glass Co., L. E.	1900 Liberty St. Mt. Pleasant, Pa
Stetson China Co.	Lincoln, Ill
Styson Art Products Co	543 W 23rd St. New York 11, NY
Superior Plastics Inc	426 N Oakley Blvd. Chicago 12, Ill
Syracuse China	Syracuse 1, NY
Vermillion Co. Inc., W. R.	410-412 S Campbell St. Springfield, Mo
Vermont Plastics Inc	35 Blanchard Ct. Montpelier, Vt
Watt Pottery Co., The	101-115 China St. Crooksville, Ohio
West Bend Co., The	West Bend, Wis
Western Stoneware Co.	Box 126, Monmouth, Ill
Woodcrest by Styson	543 W 23rd St. New York 11, NY
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY
World Distributors Inc	1355 Market St. San Francisco, Cal

SCALES

1. *BABY*
2. *BATHROOM, BALANCING*
3. *BATHROOM, SPRING*
4. *KITCHEN*
5. *POSTAL*

All-Steel Scale Co. Inc., 1-5	80 Spring St. New York 12, NY
American Family Scale Co., 1-4	515 S Laflin, Chicago 7, Ill
Borg-Erickson Corp., Scale Div., 1-3-4-5	1133 N Kilbourn Ave. Chicago 51, Ill
Brearley Co., 1-3	2107 Kishwaukee St. Rockford, Ill
Chatillon & Sons, John, 4-5	85-93 Cliff St. New York 38, NY
Continental Scale Corp	5701 S Claremont Ave. Chicago 36, Ill
Detecto Scales Inc., 1-2-3-4-5	540 Park Ave. Brooklyn 5, NY
Hanson Scale Co., 1-3-4-5	1777 Shermer Rd. Northbrook, Ill
Michigan Saw & File Co	61 Sproat St. Detroit, Mich
Postamatic Co., 5	1549-Belfield Ave. Philadelphia 41, Pa
Triner Scale & Mfg. Co., 5	2714 W 21st St. Chicago 8, Ill

SCISSORS & SHEARS

Acme Shear Co., The	100 Hicks St. Bridgeport 1, Conn
American Import Co., The	1167 Mission St. San Francisco 3, Cal
Baurch Petranker Import Co. Inc., Coronet Div	1147 Howard St, San Francisco, Cal
Boker & Co. Inc., H.	101 Duane St. New York, NY
Case & Sons Cutlery Co., W. R.	20 Russell Blvd. Bradford, Pa
Case Shear Corp	Nashville, Ark
Clauss Cutlery Co	223 N Prospect Pl. Fremont, Ohio
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Damar Prods, Inc	Damar Bldg. Elizabeth, NJ
Griffon Cutlery Corp	151 W 19th St. New York 11, NY
Hamilton Import Corp	132 Front St. New York 5, NY
Hi-Test Premier Products Inc	361 Broadway, New York 13, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Lifetime Cutlery Corp	54 Knickerbocker Ave. Brooklyn 37, NY
Lincoln Co., A.	400 Harral Ave. Bridgeport 4, Conn
Mishan & Sons, E.	6 W 28th St. New York 1, NY
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
National Silver Co	241 5th Ave. New York 16, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Supreme Cutlery Corp	11 W 30th St. New York 1, NY
Tip Top Brush Co. Inc	400-E 111 St. New York 29, NY
Wiss & Sons Co., J.	33 Littleton Ave. Newark 7, NJ

SCOOPS, *ICE CREAM*

Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Bonny Products Co	101 Park Ave. New York 17, NY
Bremer Co., W. S.	New Washington, Ohio
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Frank Plastics Corp	91 Pallister, Detroit 2, Mich
Gadget House (Importer)	6 E 20th St. New York 3, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Mahana Importing Co.	7 W 30th St. New York 1, NY
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Mishan & Sons, E.	6 W 28th St. New York 1, NY
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Progressus Co	16 W 22nd St. New York 10, NY
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Roll Dipper Inc	529 W Sophia St. Maumee, Ohio
Silvercraft Co. Inc.	164-170 A St. Boston 10, Mass
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Williamson Co. Inc., C. T.	1 Montgomery St. Belleville 9, NJ

SCRAPERS

1. *PLATE*
2. *POT & KETTLE*

Ace Mfg. Co. Inc., 1	65 Chestnut St. Chalfont, Pa
Alwin Products, 2	3320 W Vliet St. Milwaukee 8, Wis
Berkson Products Inc	217 N Des Plaines St. Chicago 6, Ill
Columbus Plastic Products Inc., 1	1625 W Mound St. Columbus 23, Ohio
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Ideal Rubber Products Co., 1	273 Van Sinderen Ave. Brooklyn 7, NY
Lee Rubber & Tire Corp., 1	Conshohocken, Pa
Northwest Plastics Inc., 1-2	55 Plato Ave. St Paul 1, Minn
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Ontario Knife Co	Franklinville, NY
Pretty Products Inc., 1	Coshocton, Ohio
Schacht Rubber Mfg. Co. Inc., 1	238 Polk St. Huntington, Ind

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

SERVERS, *CAKE*

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Bennett & Co., J.	360 Furman St. Brooklyn, NY
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Carrollton Mfg. Co	Carrollton, Ohio
Conrad Crafters	3521 Jacob St. Wheeling, W Va
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Dirilyte Co. of America Inc	1142 S Main, Kokomo, Ind
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Everedy Co	East St. Frederick, Md
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Gadget House (Importer)	6 E 20th St. New York 3, NY
International Silver Co., The	500 S Broad St. Meriden, Conn
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Kennedy Bros	11 Main St. Vergennes, Vt
Langner Mfg. Co	12 W 27th St. New York 1, NY
Margaret Studios Inc	Box 68, Murphy, NC
Mexican Products Co	Box 506, Laredo, Tex
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
Northwest Plastics Inc	65 Plato Ave. St Paul 1, Minn
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Oneida Silversmiths	Oneida, NY
Ontario Knife Co	Franklinville, NY
P.M.C. Mfg. Corp	Phoenicia, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Pantry Queen Products Inc	225 42nd St. Brooklyn 32, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Ransburg Co. Inc., Harper J.	1234 Barth Ave. Indianapolis 7, Ind
Raymond Chenille Co	294 Auburn St. Cranston, RI
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Rockwell Silver Co	24 Randolph Ave. Meriden, Conn
Rogers Plastic Corp	100 Arnold St. W, Warren, Mass
Sabin China Co. Inc	Box 421, McKeesport, Pa
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal
Schneider Mfg. Co., C. J.	1622 Roosevelt Ave. Toledo 7, Ohio
Shafford Co., The	225 5th Ave. New York 10, NY
Silvercraft Co. Inc	164-170 A St. Boston 10, Mass
Smith Glass Co., L. E.	1900 Liberty St. Mt. Pleasant, Pa
Superior Plastics Inc	426 N Oakley Blvd. Chicago 12, Ill
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Transparent Specialties Corp	3828 E 91st St. Cleveland 5, Ohio
Zachman & Co	5004 Wilson Ave. Chicago 30, Ill

SERVING BOARDS, *CHEESE*

Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Blackinton Co. Inc., W. & S.	Meriden, Conn
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Davar Products Inc	15 W 26th St. New York 10, NY
Farber & Son Inc., Sydney	951 Shepherd Ave. Brooklyn 8, NY
Gay Fad Studio Inc	220 Pierce Ave. Lancaster, Ohio
Gilley Inc	240 E 152nd St. Bronx 51, NY
Jaxton Mfg. Corp	Glens Falls, NY
Karoff Originals Ltd	222 Park Ave. S New York 3, NY
Kennedy Bros	11 Main St. Vergennes, Vt
Lifetime Cutlery Corp	54 Knickerbocker Ave. Brooklyn 37, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Margaret Studios Inc	Box 68, Murphy, NC
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Melcor Inc	66 Barker St. Calais, Me
Mexican Products Co	Box 506, Laredo, Tex
National Silver Co	241 5th Ave. New York 16, NY
Raymond Chenille Co	294 Auburn St. Cranston, RI
Rothschild Bros. Inc	812 Mateo St. Los Angeles 21, Cal
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Schneider Mfg. Co., C. J.	1622 Roosevelt Ave. Toledo 7, Ohio
Shenandoah Community Workers	Bird Haven, Va
Stylecraft Studios Inc	Coshocton, Ohio
Styson Art Products Co	543 W 23rd St. New York 11, NY
Tri-M Inc	230 5th Ave. New York 1, NY
Vermillion Co. Inc., W. R.	410-412 S Campbell St. Springfield, Mo
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY
World Distributors Inc	1355 Market St. San Francisco, Cal

SHAKERS, *SALT & PEPPER*

Airko Mfg. Co	Box 605, Clermont, Fla
Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
American Import Co., The	1167 Mission St. San Francisco 3, Cal
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Batlin & Son Inc., L.	49-51 W 23rd St. New York 10, NY
Bennett & Co., J.	360 Furman St. Brooklyn, NY
Berea College Student Industries	Berea, Ky
Block J. & I.	1225 Broadway, New York 1, NY
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Blume Inc., S. J.	569 Broadway, New York 12, NY
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Brastoff Sascha Products Ind	11520 W Olympic Blvd. Los Angeles 64, Cal
Bryce Brothers Co	Box 828, Mt. Pleasant, Pa
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio
Commonwealth Plastics Corp	98 Adams St. Leominster, Mass
Conrad Crafters	3521 Jacob St. Wheeling, W Va
Davar Products Inc	15 W 26th St. New York 10, NY
Deka Plastics Inc	906 Westfield Ave. Elizabeth, NJ
Dirilyte Co. of America Inc	1142 S Main, Kokomo, Ind
Doranne of California	803 E Macy St. Los Angeles 12, Cal
Eisenberg-Lozano Inc	53 E 34th St. New York 16, NY
Embassy Giftwares	801-1/2 E Macy St. Los Angeles 12, Cal
Essex Products Div. of Welco Industries	208 Clinton St. Hoboken, NJ
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
G.S.N. Co	2619 Cherry St. Kansas City 8, Mo
Gadget House (Importer)	6 E 20th St. New York 3, NY
Gay Fad Studio Inc	220 Pierce Ave. Lancaster, Ohio
Green Mountain Studios Inc	White River Junction, Vt
Holt-Howard Associates	639 Canal St. Stamford, Conn
International Silver Co., The	500 S Broad St. Meriden, Conn
Kennedy Bros	11 Main St. Vergennes, Vt
Klein Max Inc	8915 North End, Ferndale 20, Mich
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Kromec Corp	880 E 72nd St. Cleveland 8, Ohio
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Louisville Pottery Co	228 E Bloom St. Louisville 8, Ky
Luce Mfg. Co	18 Marshall St. S Norwalk, Conn
Mahana Importing Co.	7 W 30th St. New York 1, NY
Maison Gourmet Ltd	1170 Broadway, New York 1, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Margaret Studios Inc	Box 68, Murphy, NC
Marsh Industries	224 E 16th St. Los Angeles 15, Cal
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
N F C Engineering Co	2939 6th Ave. N, Anoka, Minn
National Silver Co	241 5th Ave. New York 16, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Perfection Store Device Co	637 E 71st St. Chicago 19, Ill
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Prestige Hardware Corp	825 S Ajax Ave. City of Industry, Cal
Quaker Industries	2500 60th St. Kenosha, Wis
Ransburg Co. Inc., Harper J.	1234 Barth Ave. Indianapolis 7, Ind
Ray Control Co	244 5th Ave. New York 1, NY
Raymond Chenille Co	294 Auburn St. Cranston, RI
Red Wing Potteries Inc	Red Wing, Minn
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Rochow Swirl Mixer Co	Box 4005, Rochester 10, NY
Rockwell Silver Co	24 Randolph Ave. Meriden, Conn
Rogers Plastic Corp	100 Arnold St. W, Warren, Mass
Rothschild Bros. Inc	812 Mateo St. Los Angeles 21, Cal
Sabin China Co. Inc	Box 421, McKeesport, Pa
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Tucker Co., Floyd, Select Shaker	7114 Interlaaken Dr. SW, Tacoma 99, Wash
Shafford Co., The	225 5th Ave. New York 10, NY
Silvercraft Co. Inc	164-170 A St. Boston 10, Mass
Smith Glass Co., L. E.	1900 Liberty St. Mt. Pleasant, Pa
Styson Art Products Co	543 W 23rd St. New York 11, NY
Superior Plastics Inc	426 N Oakley Blvd. Chicago 12, Ill
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Tipp Novelty Co	Tipp City, Ohio
Treasure Craft	2320 N Alameda, Compton, Cal
Troike Sales	Box 622, Chicago 90, Ill
Trump Plastics Co	712 Melvin, Cuyahoga Falls, Ohio
Vermillion Co. Inc., W. R.	410-412 S Campbell St. Springfield, Mo
Viking Glass Co	802 Parkway, New Martinsville, W Va
Walther Co., Ray J.	2718 Kingman Blvd. Des Moines 11, Iowa
Watt Pottery Co., The	101-115 China St. Crooksville, Ohio
West Bend Co., The	West Bend, Wis
Westland Plastics Inc	800 N Mitchell Rd. Newbury Park, Cal
Woodcrest by Styson	543 W 23rd St. New York 11, NY
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY

Non-Electric Housewares

SHAMPOOERS, *RUG:* See FLOOR CARE

SHARPENERS, *KNIFE & SCISSOR*

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Acme Shear Co., The	100 Hicks St. Bridgeport 1, Conn
Belf & Lustig Inc	46-20 76th St. Elmhurst 73, NY
Cahil Mfg. Co	1 Star Sq. Long Island City 1, NY
Cornwall Corp	48 Wareham St. Boston 18, Mass
Costal Abrasive & Tool Co	40-22 23rd St. Long Island City 1, NY
Gadget House (Importer)	6 E 20th St. New York 3, NY
Hi-Test Premier Products Inc	361 Broadway, New York 13, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Rain Drain Inc	116 Commercial St. Bangor, Wis
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Superedge Products Inc	236 W 17th St. Erie, Pa
SWING-A-WAY MFG. CO., Adv Pg 162	**4100 Bock Ave. St. Louis 16, Mo**
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Williamson Co. Inc., C. T.	1 Montgomery St. Belleville 9, NJ

SHARPENERS, *PENCIL*

Commonwealth Plastics Corp	98 Adams St. Leominster, Mass
Imperial Electronics Mfg. Inc	291 Cleveland St. Orange, NJ
Novel-Craft Mfg. Co	58 E 11 St. New York, NY

SHAVERS, *ICE*

Williamson Co. Inc., C. T.	1 Montgomery St. Belleville 9, NJ

SHEETS, *BAKING*

Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Gadget House (Importer)	6 E 20th St. New York 3, NY
Grayline Housewares Inc	19 N Union St. Elgin, Ill
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Wearever Aluminum Inc	Wearever Bldg. New Kensington, Pa
Zachman & Co	5004 Wilson Ave. Chicago 30, Ill

SHELVES

1. ***BATHROOM***
2. ***DECORATIVE***
3. ***UTILITY***

Allied Lamp Mfg. Co., 1-2	29 E 21st St. New York 10, NY
Allied Tube Corp., 3	Bristol, Bath & Hedley Sts. Philadelphia 37, Pa
Artistic Wire Products Inc., 1	Norwich Ave. Taftville, Conn
Bache (Semon) & Co., 1-2-3	636-640 Greenwich St. New York 14, NY
Baruch Petranker Import Co. Inc., Coronet Div., 2	1147 Howard St. San Francisco, Cal
Batlin & Son Inc., L.	49-51 W 23rd St. New York 10, NY
Bridge Tables & Novelties Inc., 2-3	Corner Rogers & Perry Sts. Lowell, Mass
Carlisle Mfg. Co., 3	109 Meeker St. Newark 8, NJ
Citation Housewares Inc., 1	21 Elm Ave. Mount Vernon, NY
Clemage Mfg. Co., S. A., 2	10460 W 9 Mile Rd. Detroit 37, Mich
Continental Can Co. Inc. Decoware Div., 1-2-3	530 5th Ave. New York 36, NY
Dormetco Inc., 3	Box 64313, Los Angeles 64, Cal
Ellbee Mfg. Co., 3	609 Bellair Ave. Vineland, NJ
Fama Mfg. Co. Inc., 1-2-3	96-11 222 Queens Village, NY
Foxcraft Prods., 3	Box 128, Huntingdon Valley, Pa
Franklin Bernard Co., 3	Hedley & Bath Sts. Philadelphia 37, Pa
G.S.N. Co., 2	2619 Cherry St. Kansas City 8, Mo
Hamilton Cosco Inc., 2	2525 State St. Columbus, Ind
Handy-Andy Specialty Co. Inc., 1-2-3	1107 Broadway, New York 10, NY
Harvin Company, The, 1	1010 E Main St. Waynesboro, Va
Hirsh Mfg. Co., S. A., 1-3	8051 Central Park, Skokie, Ill
Hy-Ko Products Co., 3	6813 Wade Park Ave. Cleveland 3, Ohio
Ideal Mfg. Co., 3	1107 S 7th, Oskaloosa, Iowa
Irmanton Products Co., 1	70-70 80th St. Glendale 27, NY
Joel Mfg. Co. Inc., 3	6437 S State St. Chicago 21, Ill
Kason Display Hardware Inc., 2-3	12 Heyward St. Brooklyn 11, NY
Keen Industries Inc., 1	320 N Elizabeth, Chicago, Ill
Lafayette Products Co. Inc., 1-2	25 W 31st St. New York, NY
Levitz, Harry, 1-2-3	1150 Broadway, New York 1, NY
Marshallan Mfg. Co., 3	1971 W 85 St. Cleveland 2, Ohio
Master Specialty Products Mfg. Co., 1-2-3	165 Nye Ave. Newark 8, NJ
Maxwell-Phillips Co. Inc., 1	225 5th Ave. New York 10, NY
Mirra Cote Industries, 1-3	Box 158, El Segundo, Cal
Mitchell Industries, Dennis, 3	4424 Paul St. Philadelphia, Pa
Modern Spacemaster Product Inc., 3	55 Water Mill Ln. Great Neck, NY
National Products Inc., 1-2	900 Baxter Ave. Louisville 4, Ky
National Silver Co., 2-3	241 5th Ave. New York 16, NY
Ohio Stamping & Mfg. Co., 1-3	5103 Lakeside, Cleveland 14, Ohio
Precision Products Inc., 3.	2415 Grand Ave. Springfield, Ill
Quaker Industries, 2	2500 60th St. Kenosha, Wis
Quality Steel Products Inc	187 Gardner St. W Roxbury 32, Mass
Quixel Products Co. Inc., 1-3	395 Broadway, New York, NY
Ransburg Co. Inc., Harper J., 2	1234 Barth Ave. Indianapolis 7, Ind
Reliable Metal Products Co. Inc., 1	25 Elm Ave. Mt. Vernon, NY
Schiller & Asmus Inc., 2	1525 Mdse Mart, Chicago 54, Ill
Selfix Products Co., 1-2-3	223 W Erie St. Chicago 10, Ill
Shelfmaker Products Corp., 1-2-3	Arlington Ave. Kearny, NJ
Waco Products Inc., 1	450 N Leavitt St. Chicago 12, Ill
Wilmac Metal Products Co. Div., Busch & Co. Inc., A.G., 3	73515 6136 Northwest Hwy. Chicago 31, Ill
Wolff Products Co., 1-2-3	1150 Broadway, New York 1, NY
X-Acto Inc., 2	48-41 Van Dam St. Long Island City 1, NY
Zenith Metal Products Co., 1-2-3	Primos, Pa

SHOE TREES

Birnbaum Ltd., C.	535 5th Ave. New York 17, NY
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Quixel Products Co. Inc	395 Broadway, New York, NY
Rochester Shoe Tree Co. Inc	Box 3536, Rochester 9, NY

SHREDDERS & GRATERS

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Acme Metal Goods Mfg. Co	2 Orange St. Newark, NJ
Bonley Products Co. Inc	331 S Peoria St. Chicago 7, Ill
Foemster Co., W. R.	131-N Main St. Brooklyn, Mich
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Gadget House (Importer)	6 E 20th St. New York 3, NY
Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Mouli Mfg. Corp	91 Broadway, Jersey City 6, NJ
Remark Mfg. Co.	Butler, Ind
RIVAL MFG. CO., Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY

SIFTERS, *FLOUR*

Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Gadget House (Importer)	6 E 20th St. New York 3, NY
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Washington Steel Products Inc	1940 E 11th St. Tacoma 2, Wash

SILENT BUTLERS

Allied Lamp Mfg. Co	29 E 21st St. New York 10, NY
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Brandon Brown Inc	Box 1, Burlingame, Cal
Davar Products Inc	15 W 26th St. New York 10, NY
Eisenberg-Lozano Inc	53 E 34th St. New York 16, NY
Fine Arts Studio	1121-31 Waverly St. Philadelphia 47, Pa
Freeman & Son Inc., I.	12 E 52nd St. New York 22, NY
Gadget House (Importer)	6 E 20th St. New York 3, NY
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Maxwell-Phillips Co	225 5th Ave. New York 10, NY
Nash Merchandise Co., E. T.	725 Broadway, New York 3, NY
National Silver Co	241 5th Ave. New York 16, NY
Oneida Silversmiths	Oneida, NY
Raymond Chenille Co	294 Auburn St. Cranston, RI
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal
Shafford Co., The	225 5th Ave. New York 10, NY
Sheridan Silver Co. Inc	90 Ingell St. Taunton, Mass
Social Supper Inc	Pine St. Coshocton, Ohio
Stylecraft Studios Inc	Coshocton, Ohio
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Wilson Specialties Co. Inc	90 Ingell St. Taunton, Mass
Wright Inc., John	5106 Edmondson Ave. Baltimore 29, Md

SILVERWARE: See FLATWARE

SKEWERS

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Baruch Petranker Import Co. Inc., Coronet Div., 2	1147 Howard St. San Francisco, Cal
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Brown Inc., John Clark	1 Montgomery St. Belleville 9, NJ

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Everedy Co	East St. Frederick, Md
Gadget House (Importer)	6 E 20th St. New York 3, NY
Heuck Co., M. E.	Box 20046, Cincinnati 20, Ohio
Hewitt Bros. Mfg. Co	National City, Cal
Lifetime Cutlery Corp	54 Knickerbocker Ave. Brooklyn 37, NY
Lynch-Jamentz Co	1109 N Virgil Ave. Los Angeles 29, Cal
Mahana Importing Co	7 W 30th St. New York 1, NY
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1. NY
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Schneider Mfg. Co., C. J.	1622 Roosevelt Ave. Toledo 7, Ohio
Schurr Products	4857 S Division, Grand Rapids, Mich
Select Wares Inc	230 5th Ave. New York 1, NY
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Wilton Products Inc	Wrightsville, Pa
World Distributors Inc	1355 Market St. San Francisco, Cal

SLICERS, *BREAD & CAKE*

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Goodell Co	Antrim, NH
Imperial Knife Associated Companies, Inc	1776 Broadway, New York 19, NY
Langner Mfg. Co	12 W 27th St. New York 1, NY
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
Olsen Knife Co., Lee E.	Howard City, Mich
Ontario Knife Co	Franklinville, NY
Progressus Co	15 W 22nd St. New York 10, NY
Washington Forge Inc	Harrison Ave. Englishtown, NJ
Zachman & Co	5004 Wilson Ave. Chicago 30, Ill

SLICERS, *EGG & CHEESE*

Acme Metal Goods Mfg. Co	2 Orange St. Newark, NJ
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Brown Inc., John Clark	1 Montgomery St. Belleville 9, NJ
Frederick Co. Inc., R.A.	2353 May St. Cincinnati 6, Ohio
Gadget House (Importer)	6 E 20th St. New York 3, NY
General Slicing Machine Co. Inc	Walden, NY
Hazelton Products Inc	9468 Watson Industrial Park, St Louis 26, Mo
Langner Mfg. Co	12 W 27th St. New York 1, NY
Maison International Ltd	30 W 15th St. New York 11, NY
Major Slicing Mach. Corp	Rt. 208, Walden, NY
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
Progressus Co	15 W 22nd St. New York 10, NY
Schneider Mfg. Co., C. J.	1622 Roosevelt Ave. Toledo 7, Ohio
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Washington Forge Inc	Harrison Ave. Englishtown, NJ
Wolverine Household Products Inc	818 Front Ave. NW, Grand Rapids 4, Mich

SLICING MACHINES, *FOOD*

1. FOLDING
2. NON-FOLDING

Eversharp Food Slicing Machine Co., 2	47 Martine Ave. White Plains, NY
Feemster Co., W. R.	131-N Main St. Brooklyn, Mich
General Slicing Machine Co. Inc., 1-2	Walden, NY
Grayline Housewares Inc	19 N Union St. Elgin, Ill
International Appliance Corp	920 Stanley Ave. Brooklyn 8, NY
Kord Mfg. Co. Inc., 2	4510 White Plains Rd. New York 70, NY
Magic Hostess Corp., 2	36th & Bennington, Kansas City 29, Mo
Magna Wonder Knife Inc	350 5th Ave. New York, NY
Major Slicing Mach. Corp., 1-2	Rt. 208, Walden, NY
National Food Slicing Machine Co., 2	47 Martine Ave. White Plains, NY
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
RIVAL MFG. CO., 1-2, Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal

SPATULAS

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Blume Inc., S. J.	569 Broadway, New York 12, NY
Burns Mfg. Co	1208 E Water St. Syracuse 3, NY
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Everedy Co	East St. Frederick, Md
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Ideal Rubber Products Co	273 Van Sinderen Ave. Brooklyn 7, NY
Imperial Knife Associated Companies Inc	1776 Broadway, New York 19, NY
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Ka-Bar Inc	434 N 9th St. Olean, NY
Lamson & Goodnow Mfg. Co	45 Conway St. Shelburne Falls, Mass
Lifetime Cutlery Corp	54 Knickerbocker Ave. Brooklyn 37, NY
Milbern Mfg. Co	47-45 Vernon Blvd. Long Island City 1, NY
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
National Silver Co	241 5th Ave. New York 16, NY
Northwest Plastics Inc	65 Plato Ave. St Paul 1, Minn
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Olsen Knife Co., Lee E.	Howard City, Mich
Ontario Knife Co	Franklinville, NY
P.M.C. Mfg. Corp	Phoenicia, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Plastic Productions Co	1800 Industrial Way, Box 8, Redwood City, Cal
Pretty Products Inc	Coshocton, Ohio
Regent-Sheffield	3545 Webster Ave. New York 67, NY
Schacht Rubber Mfg. Co. Inc	238 Polk St. Huntington, Ind
Stainless Metals Inc	19-42 42nd St. Long Island City 5, NY
Stainless Ware Co	Kearney Park, Flora, Miss
Thornton Mfg. Co., L. M.	2825 E 18th St. Kansas City, Mo
Utica Cutlery Co	820 Noyes St. Utica 4, NY
Washington Forge Inc	Harrison Ave. Englishtown, NJ

SPICE SETS & HOLDERS

Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Davar Products Inc	15 W 26th St. New York 10, NY
Davis Mfg. Co. Inc	113 W Jackson Ave. Knoxville, Tenn
Guild Products Inc	245 5th Ave. New York 16, NY
Kromex Corp	880 E 72nd St. Cleveland 8, Ohio
Mahana Importing Co	7 W 30th St. New York 1, NY
Maison International Ltd	30 W 15th St. New York 11, NY
National Silver Co	241 5th Ave. New York 16, NY
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Tipp Novelty Co	Tipp City, Ohio
Twin Trees Gardens Inc	321 Hendrickson Ave. Lynbrook, NY
World Distributors Inc	1355 Market St. San Francisco, Cal

SPONGES

1. CELLULOSE
2. NATURAL
3. PLASTIC
4. RUBBER

American Import Co., The, 3	1167 Mission St. San Francisco 3, Cal
American Sponge & Chamois Co. Inc., 1-2	47-00-34th St. Long Island City 1, NY
Arnold Inc., S. M., 1-2	1701-05 Papin St. St Louis, Mo
Aviation Distributors Inc., 3	Box 1, Inwood, NY
Berkson Products Inc., 3	217 N Des Plaines St. Chicago 6, Ill
Boland Mfg. Co., 3	3 S Johnson St. Winona, Minn
Cardinal China Co., 4	Cardinal Bldg. Carteret, NJ
Craftmade Prods. Co. Div. Notion Accessories Mfrs., 1	286 5th Ave. New York, NY
Easy Day Mfg. Co., 1	9 Station St. Brookline 47, Mass
Gulf & West Indies Co. Inc. (Importer), 2-3	141 Front St. New York 5, NY
Ideal Rubber Products Co., 1	273 Van Sinderen Ave. Brooklyn 7, NY
Kleen Test Products, 1-3-4	234 N Broadway, Milwaukee 2, Wis
Lee Rubber & Tire Corp., 4	Conshohocken, Pa
Lighthouse Industries of the New York Assoc. for the Blind, 1-3	36-20 Northern Blvd. Long Island City, NY
Malloy Co., Dan, 1-2-3-4	253 N 4th St. Philadelphia, Pa
Milwaukee Dustless Brush Co., 3	530 N 22d, Milwaukee 3, Wis
Miracloth Sales Chicopee Mfg. Corp., 1	Box 68, Milltown, NJ
Nassau Sponge Co., 1-2	124 W Kinzie St. Chicago, Ill
Notion Accessories Mfrs., 1	286 5 Ave. New York, NY
O*celo - General Mills Inc., 1-3	1200 Niagara St. Buffalo 13, NY
Penn-Champ Oil Corp., 1	Butler, Pa
Ross Products Co., 3	1107 Broadway, New York, NY
Schroeder & Tremayne Inc., 1-2	1711 Delmar Blvd. St Louis, Mo
Sponge Specialties Mfg. Corp., 3	755 Utica Ave. Brooklyn 3, NY

SPOONS

1. BASTING & MIXING
2. ICED TEA
3. MEASURING
4. SERVING
5. STRAINING
6. WOODEN

Non-Electric Housewares

Ace Mfg. Co. Inc., 1-4-5	65 Chestnut St. Chalfont, Pa
American Import Co., The, 6	1167 Mission St. San Francisco 3, Cal
Baruch Petranker Import Co. Inc., Coronet Div., 1-3-5-6	1147 Howard St. San Francisco, Cal
Beverly Coat Hanger Co., 6	500 Indiana St. San Francisco 7, Cal
Bloomfield Industries Inc., 1-2-4	4546 W 47th St. Chicago 32, Ill
Blume Inc., S. J., 1	569 Broadway, New York 12, NY
Boker & Co. Inc., H., 2	101 Duane St. New York, NY
Bonley Products Co. Inc., 4	331 S Peoria St. Chicago 7, Ill
Brandon Brown Inc., 4	Box 1, Burlingame, Cal
Burn/Strauss Inc., 6	6606-10th Ave. Los Angeles 43, Cal
Cardinal China Co., 3	Cardinal Bldg. Carteret, NJ
Carrollton Mfg. Co., 1	Carrollton, Ohio
Cohen Inc., Nathan, 6	1517 N 21st, Philadelphia, Pa
Columbus Plastic Products Inc., 2-3	1625 W Mound St. Columbus 23, Ohio
Commonwealth Plastics Corp., 3	98 Adams St. Leominster, Mass
Crane Imports Inc., 1-2-4-5-6	124 W 30th St. New York 1, NY
Cutlers Guild Ltd. Div. of Imperial Intl. Corp., 1-3-4	1776 Broadway, New York, NY
Ekco-Autoyre Div., Ekco Products Co., 1	1949 N Cicero Ave. Chicago 39, Ill
Ekco-Flint Div., Ekco Products Co., 1-2-3-4	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co., 3	500 Oberlin Rd. SW, Massillon, Ohio
Everedy Co., 1-5	East St. Frederick, Md
Farber & Son Inc., Sydney, 2-6	951 Shepherd Ave. Brooklyn 8, NY
Fay Products Co.	1831 Old Bayshore Hwy. Burlingame, Cal
Federal Enameling & Stamping Co., 1	Thompson Ave. McKees Rocks, Pa
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Frohock-Stewart Co., 1	79 Beacon St. Worcester 8, Mass
Gadget House (Importer), 1-3-4-6	6 E 20th St. New York 3, NY
Grand Rapids Dowel Works, 6	701 West Burton, Grand Rapids 9, Mich
Hazelton Products Inc., 3	9468 Watson Industrial Park, St Louis 26, Mo
Hull Cutlers Corp., John, 2-4	1239 Broadway, New York 1, NY
Imperial Knife Associated Companies Inc., 1-2-4	1776 Broadway, New York 19, NY
International Silver Co., The, 2-4	500 S Broad St. Meriden, Conn
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Ka-Bar Inc., 1	434 N 9th St. Olean, NY
Kennedy Bros., 6	11 Main St. Vergennes, Vt
Langner Mfg. Co., 1-5	12 W 27th St. New York 1, NY
Lifetime Cutlery Corp	54 Knickerbocker Ave. Brooklyn 37, NY
Magic Hostess Corp., 3	36th & Bennington, Kansas City 29, Mo
Maison International Ltd., 1-6	30 W 15th St. New York 11, NY
Maryland Plastics Inc., 2-3	9 E 37th St. New York 16, NY
National Silver Co., 1-2	241 5th Ave. New York 16, NY
Novel-Craft Mfg. Co., 1-2-3-5	58 E 11 St. New York, NY
P.M.C. Mfg. Corp., 1-5	Phoenicia, NY
Parker-Gaines Div. Tex Machine Co., 1-2-4-5	38-06 31st St. Long Island City 1, NY
RIVAL MFG. CO., 3, Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Rogers Plastic Corp., 2	100 Arnold St. W, Warren, Mass
Schiller & Asmus Inc., 2-6	1525 Mdse Mart, Chicago 54, Ill
Stainless Ware Co., 1	Kearney Park, Flora, Miss
Superior Plastics Inc., 3-4	426 N Oakley Blvd. Chicago 12, Ill
Thurnauer Co. Inc., G. M., 1-3-4-6	6 - E 20th St. New York 3, NY
Utica Cutlery Co., 1-2-4-5	820 Noyes St. Utica 4, NY
Vermillion Co. Inc., W. R., 6	410-412 S Campbell St. Springfield, Mo
Walther Co., Ray J., 1-2-3	2718 Kingman Blvd. Des Moines 11, Iowa
Washington Forge Inc	Harrison Ave. Englishtown, NJ
Washington Forge Inc., 1-2-3-4-5	Harrison Ave. Englishtown, NJ
Woodcroftery Shops Inc., The, 6	Coley Bldg. Wayland, NY
World Distributors Inc	1355 Market St. San Francisco, Cal

SPRINKLERS, *CLOTHES*

Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Brown Inc., John Clark	1 Montgomery St. Belleville 9, NJ
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Columbus Plastic Products Inc.	1625 W Mound St. Columbus 23, Ohio
Commonwealth Plastics Corp	98 Adams St. Leominster, Mass
Ellwood Co., The	5530 W Harrison St. Chicago 44, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Gadget House (Importer)	6 E 20th St. New York 3, NY
Lawrence Distributors Inc	1531 W Clearfield St. Philadelphia 43, Pa
Mahana Importing Co.	7 W 30th St. New York 1, NY
Meyer & Sons, W. F.	400 N Wells St. Chicago 10, Ill
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Reliance Molded Plastics	Mason St. Woonsocket, RI
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY

SQUEEGEES

ARDMORE MFG. CO., Adv Pg 210	**2509 Carson Ave. Chicago 25, Ill**
Berkson Products Inc	217 N Des Plaines St. Chicago 6, Ill
Damar Prods. Inc	Damar Bldg. Elizabeth, NJ
Dennis & Co., W. J	9148 King St. Franklin Park, Ill
Easy Day Mfg. Co	9 Station St. Brookline 47, Mass
Ideal Rubber Products Co	273 Van Sinderen Ave. Brooklyn 7, NY
Kautenberg Co., W. E.	Box 90, Freeport, Ill
Malden Mop & Brush Co	7-27 Eden St. Boston 29, Mass
Miracloth Sales Chicopee Mfg. Corp.	Box 68, Milltown, NJ

STAINLESS STEELWARE: *See* FLATWARE

STRAINERS, *FOOD*

Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
Automatic Wire Goods Mfg. Co. Inc	36 S Gerard Ave. New York 51, NY
Gadget House (Importer)	6 E 20th St. New York 3, NY
Illinois Pure Aluminum Co.	Holmes & Talcott Ave. Lemont, Ill
Metal Products Engineering Inc	4000 Long Beach Ave. Los Angeles 58, Cal
Mouli Mfg. Corp	91 Broadway, Jersey City 6, NJ
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY

STRAINERS, *SINK*

Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Columbus Plastic Products Inc.	1625 W Mound St. Columbus 23, Ohio
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Ideal Rubber Products Co	273 Van Sinderen Ave. Brooklyn 7, NY
Illinois Pure Aluminum Co.	Holmes & Talcott Ave. Lemont, Ill

SWEEPERS, *CARPET:* *See* FLOOR CARE

TABLES

1. *CARD*
2. *GAME*
3. *TELEVISION*
4. *UTILITY*

Airlite Aluminum Corp., 1-2-3-4	Passaic Ave. & Belgrove Dr. Kearny, NJ
Allied Tube Corp., 4	Bristol, Bath & Hedley Sts. Philadelphia 37, Pa
Ames Co., O., 1-4	Box 1580, Parkersburg, W Va
Bond Products Co., 1-4	100 Labadie St. Detroit 29, Mich
Bridge Tables & Novelties Inc., 1-2-3-4	Corner Rogers & Perry Sts. Lowell, Mass
Cal-Oak Co. The, 3	2525 Military Ave. Los Angeles 64, Cal
Carlisle Mfg. Co., 4	109 Meeker St. Newark 8, NJ
Carolina Crafts Co	707 Boulevard St. Statesville, NC
Clamage Mfg. Co., S. A., 3	10460 W 9 Mile Rd. Detroit 37, Mich
Continental Metal Products Corp., 4	Merrick, NY
Dee Mfg. Corp., 3	46 Oliver St. Newark 5, NJ
Douglas Furniture Corp., 1-2	5555 W 65th St. Chicago, Ill
Durham Mfg. Corp., 1-2	700 S Council St. Muncie, Ind
Edward Co., Bernard, 3	5252 S Kolmar, Chicago, Ill
Excello Ltd., 1	1400 W Fulton St. Chicago 7, Ill
Falco Products Co., 4	1100 W York St. Philadelphia 33, Pa
Franklin Bernard Co., 4	Hedley & Bath Sts. Philadelphia 37, Pa
Gen-O-Craft Inc	1619 N Clybourne Ave. Chicago 14, Ill
Goshen Churn & Ladder Inc., 2-4	Box 578, Goshen, Ind
Hamilton Cosco Inc., 1-4	2525 State St. Columbus, Ind
Harvell-Kilgore Sales Corp., 3-4	Box 127, Bolivar, Tenn
Howe Folding Furniture Inc., 2-4	1 Park Ave. New York, NY
J & J Tool & Machine Co., 1-2-4	9505 S Prairie Ave. Chicago 28, Ill
Joal Mfg. Co. Inc., 3	6437 S State St. Chicago 21, Ill
Kalo Mfg. Corp., 3	2006 Pritken Ave. Brooklyn 7, NY
Karoff Originals Ltd., 4	222 Park Ave. S New York 3, NY
Krischer Metal Products Co., 3-4	631 Kent Ave. Brooklyn 11, NY
Leg-O-Matic Co. Div. of Lorraine Novelty Mfg. Co., 1	450 Hancock St. Bridgeport 4, Conn
Marshallan Mfg. Co., 4	1971 W 85 St. Cleveland 2, Ohio
Marshallan Mfg. Co., 3	1971 W 85 St. Cleveland 2, Ohio
Mell-Hoffmann Mfg. Co., 3-4	1827 W Webster Ave. Chicago 14, Ill
Modern Spacemaster Product Inc., 3-4	55 Water Mill Ln. Great Neck, NY
National Products Inc., 4	900 Baxter Ave. Louisville 4, Ky
National Silver Co., 4	241 5th Ave. New York 16, NY
Norquist Product Inc., 1-2	Jamestown, NY
Novel-Craft Mfg. Co., 1-2	58 E 11 St. New York, NY
Nu Chrome Sales Co., 1-2	1848 E Vernon Ave. Los Angeles 58, Cal
Owens-Illinois Glass Co., 4	Ohio Bldg. Toledo 1, Ohio
P.B.R. Mfg. Co., 1-2-4	H & Luzerne Sts. Philadelphia 24, Pa
Phoenix Furniture Corp., 1	1125 Jefferson Ave. Sheboygan, Wis
Randolph Corp., Earl, 2-3	78 Prospect St. New Bedford, Mass
Re-Ly-On Metal Products Inc	238 Eagle St. Brooklyn 22, NY
Safedge Metal Products, 4	Merrick, NY
Salmanson & Co. Inc., 1	295 5th Ave. New York 16, NY
Select Wares Inc., 2-3	230 5th Ave. New York 1, NY
Snyder Mfg. Co., 3	22nd & Ontario Sts. Philadelphia 40, Pa
Stephen Co. Inc., Jerrold, 3	400 - 1st Ave. N, Minneapolis, Minn
Three Mountaineers Inc., 3	Box 5066, Ashville, NC

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Toledo Guild Products Inc., 4	500 Fassett St. Toledo 5, Ohio
Trimble Products Inc., 4	Southern Pines, NC
Warner Co., S. G., 3	804 Willow Branch Ave. Clearwater, Fla
Wilton Products Inc., 4	Wrightsville, Pa
Wolfe, Harry M., 1-2-4	666 Lake Shore Dr. Chicago 11, Ill
Wood-Craft Manufacturers Inc., 2-4	601-615 S Longwood St. Baltimore 23, Md

TABLES, *IRONING*

1. ADJUSTABLE
2. NON-ADJUSTABLE
3. W/CORD & OUTLET

Associated Articles Mfg. Co., 1	287 E 6th St. St Paul 1, Minn
Clark Co., The J. R.	Spring Park, Minn
Crestline Corp.	Raritan, NJ
Ever-Ready Appliance Mfg. Co., 1-3	5727 W Park, St. Louis 10, Mo
Kalo Mfg. Corp., 2	2006 Pritken Ave. Brooklyn 7, NY
Keller Mfg. Co., H. V., 1-2	896 Oregon St. Muscatine, Iowa
Larson Ladder Co., 2	651 Martin Ave. Santa Clara, Cal
Meyer & Sons, W. F., 1-2-3	400 N Wells St. Chicago 10, Ill
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
Proctor-Silex Corp., 1-2	700 W Tabor Rd. Philadelphia 10, Pa
Salmanson & Co. Inc., 1-3	295 5th Ave. New York 16, NY
Schlueter Mfg. Co., 1	4700 Goodfellow, St Louis 20, Mo
Seymour Tool & Engineering Co. Inc. Seymour Housewares Div., 1-2-3	9th St. & Penn R. R. Seymour, Ind
Welmaid Products Inc., 1-3	1529 Armitage Ave. Chicago 22, Ill

TEA KETTLES

American Bravo Co	5624 W Washington Blvd. Los Angeles 16, Cal
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Block J. & I.	1225 Broadway, New York 1, NY
Carrollton Mfg. Co	Carrollton, Ohio
Chemex Corp	41 Murray St. New York 7, NY
Club Aluminum Products Co	825 26th St. La Grange Park, Ill
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Enterprise Aluminum Co	500 Oberlin Rd. SW, Massillon, Ohio
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa
Hines-Park Foods Inc.	408 E State St. Ithaca, NY
Illinois Pure Aluminum Co.	Holmes & Talcott Ave. Lemont, Ill
Lisk-Savory Corp	245 Gorham St. Canandaigua, NY
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Quon-Quon Co	1823 S Hope St. Los Angeles, Cal
Regal Ware Inc.	Kewaskum, Wis
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Sheridan Silver Co. Inc.	90 Ingell St. Taunton, Mass
Shuler Co	5400 E 96 St. Cleveland 25, Ohio
Stainless Ware Co	Kearney Park, Flora, Miss
Tip Top Brush Co. Inc	400-E 111 St. New York 29, NY
U. S. Stamping Co. Div. of Lisk-Savory Corp	Fostoria Ave. Moundsville, W Va
Wearever Aluminum Inc.	Wearever Bldg. New Kensington, Pa
West Bend Co., The	West Bend, Wis
Wilson Specialties Co. Inc	90 Ingell St. Taunton, Mass
Wright Inc., John	5106 Edmondson Ave. Baltimore 29, Md

TEAMAKERS

Chemex Corp	41 Murray St. New York 7, NY
Douglas & Co., Inc., David	1332 S 26th St. Manitowoc, Wis
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis

TEAPOTS

American Bravo Co	5624 W Washington Blvd. Los Angeles 16, Cal
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Battin & Son Inc., L.	49-51 W 23rd St. New York 10, NY
Block J. & I.	1225 Broadway, New York 1, NY
Bloomfield Industries Inc.	4546 W 47th St. Chicago 32, Ill
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Brandon Brown Inc	Box 1, Burlingame, Cal
Chemex Corp	41 Murray St. New York 7, NY
Club Aluminum Products Co	825 26th St. La Grange Park, Ill
Davar Products Inc	15 W 26th St. New York 10, NY
Hadley Pottery Co. Inc.	1570 Story Ave. Louisville 6, Ky
Holt-Howard Associates	639 Canal St. Stamford, Conn
International Silver Co., The	500 S Broad St. Meriden, Conn
Laughlin China Co., Homer	Newell, W Va
Lehman Bros	197 Grand St. New York 13, NY
Lisk-Savory Corp	245 Gorham St. Canandaigua, NY
Louisville Pottery Co.	228 E Bloom St. Louisville 8, Ky
McCoy Pottery Co., The Nelson	Roseville, Ohio
Milbern Mfg. Co	47-45 Vernon Blvd. Long Island City 1, NY
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
National Silver Co.	241 5th Ave. New York 16, NY
Newland Schneeloch & Piek Inc	1107 Broadway, New York, NY
Oneida Silversmiths	Oneida, NY
Pearl China & Pottery Co	Box 753, E Liverpool, Ohio
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa
Quon-Quon Co	1823 S Hope St. Los Angeles, Cal
Red Wing Potteries Inc.	Red Wing, Minn
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Ruckels Potteries Inc.	White Hall, Ill
Shafford Co., The	225 5th Ave. New York 10, NY
Sheridan Silver Co. Inc.	90 Ingell St. Taunton, Mass
Swedish Metalcraft Inc	696 Palisade Ave. Teaneck, NJ
U. S. Stamping Co. Div. of Lisk-Savory Corp	Fostoria Ave. Moundsville, W Va
Watt Pottery Co., The	101-115 China St. Crooksville, Ohio
Wilson Specialties Co. Inc	90 Ingell St. Taunton, Mass

THERMOMETERS

1. CANDY & COOKING
2. INDOOR
3. MEAT
4. OUTDOOR
5. OUTDOOR/INDOOR
6. OVEN

Abbenon Supply Co	179-15 Jamaica Ave. Jamaica 32, NY
Airguide Instrument Co., 2-4-5	2210 Wabansia Ave. Chicago 47, Ill
Artistic Wire Products Inc., 2	Norwich Ave. Taftville, Conn
Baruch Petranker Import Co. Inc., Coronet Div., 3	1147 Howard St. San Francisco, Cal
Battin & Son Inc., L., 2	49-51 W 23rd St. New York 10, NY
Chaney Instrument Co., John L., 1-2-3-4-5-6	858 Main St. Lake Geneva, Wis
Cooper Thermometer Co., The, 1-2-3-4-6	2 Main St. Paquabuck, Conn
Fashioncraft Products, 2	185-30th St. Brooklyn 32, NY
Gadget House (Importer), 1-3-6	6 E 20th St. New York 3, NY
H-B Instrument Co., 2-4-6	American & Bristol Sts. Philadelphia 40, Pa
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Minneapolis-Honeywell Regulator Co., 1-2-3-4-5	2753 4th Ave. S, Minneapolis 8, Minn
Precise Imports Corp., 4	32 W 20, New York, NY
Roberts Co., Fred, 3-4	1578 Howard St. San Francisco 3, Cal
Rothschild Bros. Inc., 2	812 Mateo St. Los Angeles 21, Cal
Spartus Corp.	2110 W Walnut St. Chicago 12, Ill
Taylor Instrument Companies, 1-2-3-4-5-6	95 Ames St. Rochester 1, NY
Tel-Tru Mfg. Co., 1-2-3-4-6	408 St Paul St. Rochester 5, NY
Testrite Instrument Co. Inc., 2-4-5	135 Monroe St. Newark 5, NJ
Thermo Fashion Corp., 2	193 32nd St. Brooklyn 32, NY
Thermometer Corp. of America, 1-2-3-4-5-6	567 E Pleasant St. Springfield, Ohio
Thurnauer Co. Inc., G. M., 1-3-6	6 - E 20th St. New York 3, NY
Viking Importrade Inc., 5	225 5th Ave. New York 10, NY
Wilton Products Inc., 2	Wrightsville, Pa
Woodcroftery Shops Inc., The, 2	Coley Bldg. Wayland, NY
Wright Inc., John, 2-4	5106 Edmondson Ave. Baltimore 29, Md

TIMERS, *APPLIANCE*

International Register Co	2620 W Washington Blvd. Chicago 12, Ill
Lux Clock Mfg. Co. Inc	95 Johnson St. Waterbury 20, Conn
Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Miller-Harris Instrument Co	1134 S 1st St. Milwaukee 4, Wis
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
National Presto Industries	Eau Claire, Wis
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
PARAGON ELECTRIC CO. INC. SUB. OF AMERICAN MACHINE & FOUNDRY CO., Adv Pg 160	**1600 - 12th St. Two Rivers, Wis**
Pennwood Numechron Co	7249 Frankstown Ave. Pittsburgh 8, Pa
Rhodes Inc., M. H.	30 Bartholomew Ave. Hartford 6, Conn
RIVAL MFG. CO., Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Ryssin Co., J. W.	1009 Battery St. San Francisco, Cal
Spartus Corp.	2110 W Walnut St. Chicago 12, Ill
Tel-Tru Mfg. Co	408 St Paul St. Rochester 5, NY

TOILET SEATS

Crown Sanitary Prods. Inc	617-635 Van Sinderen Ave. Brooklyn 7, NY
Levitz, Harry	1150 Broadway, New York 1, NY
Magnolia Products Inc	Columbus, Miss
Majestic Seat Co. Inc	Box 580, Newnan, Ga
Mayfair Seats	Sheboygan Falls, Wis
Mid-States Rubber Products Inc	1230 Race St. Princeton, Ind

Non-Electric Housewares

Mission Home Products Inc	Box 54115, Los Angeles 54, Cal
Neatway Products Inc	1010 Lyndale Ave. N, Minneapolis, Minn
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Plumbers Woodwork Co	Algoma, Wis
Ransburg Co. Inc., Harper J.	1234 Barth Ave. Indianapolis 7, Ind
Reliance Molded Plastics	Mason St. Woonsocket, RI
Standard Tank and Seat Co	314 N Front St. Camden 2, NJ
Vogue Mfg. Co. Inc	2311 Taylor St. Fort Wayne, Ind

TONGS

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Acme Metal Goods Mfg. Co	2 Orange St. Newark, NJ
Alladin Plastics Inc	1415 W 178 St. Gardena, Cal
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Bennett & Co., J.	360 Furman St. Brooklyn, NY
Blackinton Co. Inc., W. & S.	Meriden, Conn
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Bonley Products Co. Inc	331 S Peoria St. Chicago 7, Ill
Brown Inc., John Clark	1 Montgomery St. Belleville 9, NJ
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Dill Mfg. Co	700 E 82nd St. Cleveland 3, Ohio
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Everedy Co	East St. Frederick, Md
Fay Products Co	1831 Old Bayshore Hwy. Burlingame, Cal
Feemster Co., W. R.	131-N Main St. Brooklyn, Mich
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
Foley Mfg. Co	3300 5th NE, Minneapolis 18, Minn
Hewitt Bros. Mfg. Co	National City, Cal
Household Mfg. Co	1844 E 22nd St. Los Angeles 58, Cal
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Langner Mfg. Co	12 W 27th St. New York 1, NY
Lynch-Jamentz Co	1109 N Virgil Ave. Los Angeles 29, Cal
Maison Gourmet Ltd	1170 Broadway, New York 1, NY
Maxwell-Phillips Co. Inc	225 5th Ave. New York 10, NY
Miller Inds. Inc., R. A.	1525 Marion St. Grand Haven, Mich
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Silvercraft Co. Inc	164-170 A St. Boston 10, Mass
American Cushion-Tropical Sun Co	801 W Whittier Blvd. Whittier, Cal
Utica Cutlery Co	820 Noyes St. Utica 4, NY
Wilton Products Inc	Wrightsville, Pa
Zachman & Co	5004 Wilson Ave. Chicago 30, Ill

TRAY TABLE SETS

1. FOLDING
2. STACKING

Aljen Mfg. Corp., 1	113 Grand St. New York 13, NY
Cal-Dak Co. The	2525 Military Ave. Los Angeles 64, Cal
Carny Mfg. Co., 1	4057 W 147 St. St. Lawndale, Cal
Clamage Mfg. Co., S. A., 1-2	10460 W 9 Mile Rd. Detroit 37, Mich
Durham Mfg. Corp., 1-2	700 S Council St. Muncie, Ind
Fine Arts Studio, 1	1121-31 Waverly St. Philadelphia 47, Pa
Harvell-Kilgore Sales Corp., 1	Box 127, Bolivar, Tenn
Krischer Metal Products Co., 1-2	631 Kent Ave. Brooklyn 11, NY
Lith-O-Ware Products Inc., 1-2	2700 N Paulina St. Chicago 14, Ill
Marshallan Mfg. Co., 1-2	1971 W 85 St. Cleveland 2, Ohio
Mitchell Industries, Dennis, 1	4424 Paul St. Philadelphia, Pa
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
Quaker Industries	2500 60th St. Kenosha, Wis
Re-Ly-On Metal Products Inc., 1-2	238 Eagle St. Brooklyn 22, NY
Select Wares Inc., 1-2	230 5th Ave. New York 1, NY
Shuler Co., 2	5400 E 96 St. Cleveland 25, Ohio
Vermillion Co. Inc., W. R., 1	410-412 S Campbell St. Springfield, Mo
Yeoman Corp., The	American Furniture Mart, Chicago, Ill
Yeoman Corp., The	American Furniture Mart, Chicago, Ill

TRAYS

1. BED
2. SERVING
3. SETS

Aljen Mfg. Corp., 2	113 Grand St. New York 13, NY
American Import Co., The, 3	1167 Mission St. San Francisco 3, Cal
Artistic Wire Products Inc., 2	Norwich Ave. Taftville, Conn
Baruch Petranker Import Co. Inc., Coronet Div., 2-3	1147 Howard St. San Francisco, Cal
Bennett & Co., J., 2	360 Furman St. Brooklyn, NY
Blackinton Co. Inc., W. & S., 2	Meriden, Conn
Block J. & I.	1225 Broadway, New York 1, NY
Bloomfield Industries Inc., 2	4546 W 47th St. Chicago 32, Ill
Burn/Strauss Inc., 2-3	6606-10th Ave. Los Angeles 43, Cal
Burton Mfg. Co	222 Vine St. Middlefield, Ohio
Byrd Plastics Inc., 2	2950 W 12th St. Erie, Pa
Capital Enterprise Co	1225 Broadway, New York 1, NY
Carrollton Mfg. Co., 2	Carrollton, Ohio
Cheinco Inc., 2	William St. Burlington, NJ
Columbus Plastic Products Inc., 2	1625 W Mound St. Columbus 23, Ohio
Continental Can Co. Inc. Decoware Div., 2-3	530 5th Ave. New York 36, NY
Daher Co., 2-3	43-34 37th St. Long Island City 1, NY
Decoware Div. Continental Canco Inc	530 5th Ave. New York 36, NY
Douglas & Co. Inc., David, 2	1332 S 26th St. Manitowoc, Wis
Eisenberg-Lozano Inc., 2	53 E 34th St. New York 16, NY
Esquire Chemical Co., Div. of Frank J Curran Co	8103 S Main St. Downers Grove, Ill
Esty Sales Co., 2	888 River Ave. New York 52, NY
Excell Metal Products Inc	2035-41 W Churchill St. Chicago, Ill
Fabcraft Inc., 2	Frenchtown, NJ
Farber & Shlevin Inc., 2-3	32 Lexington Ave. Brooklyn, NY
Fine Arts Studio, 2	1121-31 Waverly St. Philadelphia 47, Pa
Forman Family Inc	185-195 Broadway, Brooklyn 11, NY
Freeman & Son Inc., I., 2	12 E 52nd St. New York 22, NY
G.S.N. Co., 2	2619 Cherry St. Kansas City 8, Mo
Giftware Corp., 2-3	200 W Central Ave. Roselle, Ill
Gilley Inc., 2-3	240 E 152nd St. Bronx 51, NY
Goodkind S & C Co., 2	857 Broadway, New York 3, NY
Grand Rapids Dowel Works, 2	701 West Burton, Grand Rapids 9, Mich
Harvell-Kilgore Sales Corp	Box 127, Bolivar, Tenn
Hobbs Inc., Guy, 1	Dallastown, Pa
Idealware Inc., 3	184-10 Jamaica Ave. Hollis 23, NY
Illinois Pure Aluminum Co., 2	Holmes & Talcott Ave. Lemont, Ill
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Javit-Badash Inc., 2	190-02 99 Ave. Hollis 23, NY
Jaxton Mfg. Corp	Glens Falls, NY
Klein Max Inc., 2	8915 North End, Ferndale 20, Mich
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Kraftware Corp., 2	225 5th Ave. New York, NY
Kromex Corp	880 E 72nd St. Cleveland 8, Ohio
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Lisk-Savory Corp., 2	245 Gorham St. Canandaigua, NY
Lith-O-Ware Products Inc., 1-2-3	2700 N Paulina St. Chicago 14, Ill
Louisville Pottery Co., 2	228 E Bloom St. Louisville 8, Ky
Maison Gourmet Ltd., 2	1170 Broadway, New York 1, NY
Maison International Ltd., 2-3	30 W 15th St. NewYork 11, NY
Marshallan Mfg. Co., 1-2-3	1971 W 85 St. Cleveland 2, Ohio
Maxwell-Phillips Co. Inc., 2	225 5th Ave. New York 10, NY
Melcor Inc., 2	66 Barker St. Calais, Me
Mexican Products Co., 2	Box 506, Laredo, Tex
Meyer & Sons, W. F., 1	400 N Wells St. Chicago 10, Ill
Miller Inds. Inc., R. A., 2-3	1525 Marion St. Grand Haven, Mich
Mirro Aluminum Co., 2-3	1512 Washington St. Manitowoc, Wis
Mishan & Sons, E., 2-3	6 W 28th St. New York 1, NY
Mitchell Industries, Dennis, 1-2-3	4424 Paul St. Philadelphia, Pa
Modern Spacemaster Product Inc., 1	55 Water Mill Ln. Great Neck, NY
Multi Products Inc	824 W 36th St. Chicago 9, Ill
Nash Merchandise Co., E. T., 2	725 Broadway, New York 3, NY
National Silver Co., 2	241 5th Ave. New York 16, NY
Northwest Plastics Inc., 1	52 Plato Ave. St Paul 1, Minn
Oneida Silversmiths, 2	Oneida, NY
Plastic Mfg. Co., 2	2700 S Westmoreland Ave. Dallas 33, Tex
Plastic Productions Co., 2	1800 Industrial Way, Box 8, Redwood City, Cal
Pomerantz Inc., Julie	230 Fifth Ave. New York 1, NY
Quaker Industries, 1-3	2500 60th St. Kenosha, Wis
Quon-Quon Co., 2	1823 S Hope St. Los Angeles, Cal
Regal Ware Inc., 2-3	Kewaskum, Wis
Replogle Globes Inc., 1	1901 N Narragansett Ave. Chicago 39, Ill
Robinson Clay Products Co	65 W State St. Akron 9, Ohio
Rockwell Silver Co., 2	24 Randolph Ave. Meriden, Conn
Royal Chrome Housewares Inc., 2	1956 N Wilmot Ave. Chicago 47, Ill
Ryssin Co., J. W., 2-3	1009 Battery St. San Francisco, Cal
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal
Schiller & Asmus Inc., 2	1525 Mdse Mart, Chicago 54, Ill
Select Wares Inc., 2	230 5th Ave. New York 1, NY
Shenandoah Community Workers, 2	Bird Haven, Va
Sheridan Silver Co. Inc., 2	90 Ingell St. Taunton, Mass
Shuler Co., 2	5400 E 96 St. Cleveland 25, Ohio
Si Lite Inc., 2-3	2600 N Pulaski Rd. Chicago 39, Ill
Sinaco Co. Inc	261 5th Ave. New York 16, NY
Social Supper Inc., 2-3	Pine St. Coshocton, Ohio
Spun Aluminum Products Corp., 2	81 Spring St. New York 12, NY
Stainless Metals Inc., 2	19-42 42nd St. Long Island City 5, NY
Stainless Ware Co., 2	Kearney Park, Flora, Miss
Stylecraft Studios Inc., 2-3	Coshocton, Ohio
Superama Mfg. Co., 2	420 Alabama St. NW, Grand Rapids 4, Mich
Superior Paper Products Div. of St Regis Paper Co., 2	Box 706, Marion, Ind
Superior Plastics Inc., 2-3	426 N Oakley Blvd. Chicago 12, Ill

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Tri-M Inc., 2	230 5th Ave. New York 1, NY
Troike Sales, 2	Box 622, Chicago 90, Ill
Vermillion Co. Inc., W. R., 2	410-412 S Campbell St. Springfield, Mo
Vermont Plastics Inc	35 Blanchard Ct. Montpelier, Vt
Viking Importrade Inc., 2	225 5th Ave. New York 10, NY
Walther Co., Ray J., 2	2718 Kingman Blvd. Des Moines 11, Iowa
Washington Glass Co., The, 2	765 Jefferson Ave. Washington, Pa
Wearever Aluminum Inc., 2	Wearever Bldg. New Kensington, Pa
West Bend Co., The, 2	West Bend, Wis
Wilson Specialties Co. Inc., 2	90 Ingell St. Taunton, Mass
Wisconsin Housewares Co	1015 Buffalo St. Manitowoc, Wis
Woodcroftery Shops Inc., The, 1-2-3	Coley Bldg. Wayland, NY
World Distributors Inc	1355 Market St. San Francisco, Cal
Yeoman Corp., The, 3	American Furniture Mart, Chicago, Ill

TRAYS, *TOILET TOP SETS*

Akay Corp. Div. of Hauser Products	4034 N Kolmar, Chicago, Ill
Columbus Plastic Products Inc.	1625 W Mound St. Columbus 23, Ohio
G.S.N. Co	2619 Cherry St. Kansas City 8, Mo
Ideal Rubber Products Co	273 Van Sinderen Ave. Brooklyn 7, NY
Levitz, Harry	1150 Broadway, New York 1, NY
Pretty Products Inc	Coshocton, Ohio
Schacht Rubber Mfg. Co. Inc	238 Polk St. Huntington, Ind
Sinaco Co. Inc	261 5th Ave. New York 16, NY

TRIVETS

Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY
Bonley Products Co. Inc	331 S Peoria St. Chicago 7, Ill
Brandon Brown Inc	Box 1, Burlingame, Cal
Burn/Strauss Inc	6606-10th Ave. Los Angeles 43, Cal
Cardinal China Co	Cardinal Bldg. Carteret, NJ
Chop-Rite Mfg. Co	880 Cross St. Pottstown, Pa
Eisenberg-Lozano Inc.	53 E 34th St. New York 16, NY
Farber & Shlevin Inc	32 Lexington Ave. Brooklyn, NY
Gadget House (Importer)	6 E 20th St. New York 3, NY
Green Mountain Studios Inc	White River Junction, Vt
Harvin Company, The	1010 E Main St. Waynesboro, Va
Holt-Howard Associates	639 Canal St. Stamford, Conn
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Karoff Originals Ltd	222 Park Ave. S New York 3, NY
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY
Langner Mfg. Co	12 W 27th St. New York 1, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY
Lynch-Jamentz Co.	1109 N Virgil Ave. Los Angeles 29, Cal
Magic Hostess Corp	36th & Bennington, Kansas City 29, Mo
Maison International Ltd	30 W 15th St. New York 11, NY
Master Specialty Products Mfg. Co	165 Nye Ave. Newark 8, NJ
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal
Prizer-Ware, Textile Machine Works	Box 1382, Reading, Pa
Quon-Quon Co	1823 S Hope St. Los Angeles, Cal
RIVAL MFG. CO., Adv Pg 158	**36th & Bennington, Kansas City 29, Mo**
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal
Ross Products Co	1107 Broadway, New York, NY
Schiller & Asmus Inc	1525 Mdse Mart, Chicago 54, Ill
Stainless Ware Co	Kearney Park, Flora, Miss
Styson Art Products Co	543 W 23rd St. New York 11, NY
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY
Universal Fan Co. Inc. & McCormick Mfg. Co	12 W 2nd St. Peru, Ind
Viking Importrade Inc	225 5th Ave. New York 10, NY
Virginia Metalcrafters Inc	1010 E Main St. Waynesboro, Va
Wilton Products Inc	Wrightsville, Pa
Woodcrest by Styson	543 W 23rd St. New York 11, NY
Woodcroftery Shops Inc., The	Coley Bldg. Wayland, NY
Worcester Wire Novelty Co	Timonium Rd. & Harrisburg Expwy. Timonium, Md
Wright Inc., John	5106 Edmondson Ave. Baltimore 29, Md

TUMBLERS: *See* GLASSES

TURNERS, *PANCAKE & FOOD*

Ace Mfg. Co. Inc	65 Chestnut St. Chalfont, Pa
Baruch Petranker Import Co. Inc., Coronet Div	1147 Howard St. San Francisco, Cal
Bloomfield Industries Inc	4546 W 47th St. Chicago 32, Ill
Blume Inc., Brown Inc., John Clark	1 Montgomery St. Belleville 9, NJ
Cutlers Guild Ltd. Div. of Imperial Intl. Corp	1776 Broadway, New York, NY
Dill Mfg. Co	700 E 82nd St. Cleveland 3, Ohio
Ekco-Autoyre Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Ekco-Flint Div., Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill
Hines-Park Foods Inc.	408 E State St. Ithaca, NY
Household Mfg. Co	1844 E 22nd St. Los Angeles 58, Cal
Imperial Knife Associated Companies Inc	1776 Broadway, New York 19, NY
Irvin Ware Co	43-30 38th St. Long Island City 1, NY
Ka-Bar Inc	434 N 9th St. Olean, NY
Moss Co. Inc., S. I. (Importer)	112 E 19th St. New York 3, NY
National Silver Co	241 5th Ave. New York 16, NY
Novel-Craft Mfg. Co	58 E 11 St. New York, NY
Ontario Knife Co	Franklinville, NY
P.M.C. Mfg. Corp	Phoenicia, NY
Parker-Gaines Div. Tex Machine Co	38-06 31st St. Long Island City 1, NY
Stainless Ware Co	Kearney Park, Flora, Miss
Utica Cutlery Co	820 Noyes St. Utica 4, NY

UTENSILS, *COOKING: See Item Desired*

VACUUM BOTTLES

American Thermos Products Co., The	Thermos Ave. Norwich, Conn
American Thermos Products Co., The	Thermos Ave. Norwich, Conn
Hamilton-Skotch Corp	295 5th Ave. New York 16, NY
Langbein-Giftwares Division	161 Willoughby St. Brooklyn 1, NY
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY

WARMERS, *BUN*

Automotive Rubber Co. Inc	12550 Beech Rd. Detroit, Mich
Berea College Student Industries	Berea, Ky
Block J. & I.	1225 Broadway, New York 1, NY
Bremer Co., W. S.	New Washington, Ohio
Kromex Corp.	880 E 72nd St. Cleveland 8, Ohio
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis
West Bend Co., The	West Bend, Wis

WARMERS, *COFFEE*

Aloa Corp	Washington Hts. Eau Claire, Wis
Borgfeldt Corp., G.	1107 Broadway, New York 10, NY
Douglas & Co., Inc., David	1332 S 26th St. Manitowoc, Wis
Gilley Inc	240 E 152nd St. Bronx 51, NY
Krischer Metal Products Co.	631 Kent Ave. Brooklyn 11, NY
Proctor-Silex Corp	700 W Tabor Rd. Philadelphia 10, Pa
Royal Chrome Housewares Inc	1956 N Wilmot Ave. Chicago 47, Ill
Viking Importrade Inc	225 5th Ave. New York 10, NY

WASTEBASKETS
1. HOUSEHOLD
2. KITCHEN

Ajax Plastics Products Inc., 1-2	Redeker at River Rd. Des Plaines, Ill
Alladin Plastics Inc., 1-2	1415 W 178 St. Gardena, Cal
American Bravo Co	5624 W Washington Blvd. Los Angeles 16, Cal
Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass
Brearley Co., 1-2	2107 Kishwaukee St. Rockford, Ill
Brittain Products Co., 1-2	Cuyahoga Falls, Ohio
Brooklyn Tinware Mfg. Co., 1	80 Sedgewick St. Brooklyn 31, NY
Burlington Basket Co., 1-2	937 Oak St. Burlington, Iowa
Cal-Oak Co. The, 1-2	2525 Military Ave. Los Angeles 64, Cal
Cheinco Inc., 1-2	William St. Burlington, NJ
Columbus Plastic Products Inc., 1-2	1625 W Mound St. Columbus 23, Ohio
Como Plastics Inc., 1-2	2455 National Rd. Columbus, Ind
Continental Can Co. Inc. Decoware Div., 1-2	530 5th Ave. New York 36, NY
Daher Co., 1	43-34 37th St. Long Island City 1, NY
Dean, Dorothy, 1	320 E Buffalo, Milwaukee 2, Wis
Decoware Div. Continental Canco Inc., 1-2	530 5th Ave. New York 36, NY
Detecto Scales Inc., 1	540 Park Ave. Brooklyn 7, NY
Dover Stamping Co., 1-2	427 Plymouth Ave. Fall River, Mass
Endicott-Seymour of Ann Arbor	Box 1405, Ann Arbor, Mich
Esty Sales Co., 1-2	888 River Ave. New York 52, NY
Excell Metal Products Inc	2035-41 W Churchill St. Chicago, Ill
Fabcraft Inc., 1-2	Frenchtown, NJ
Federal Enameling & Stamping Co., 1-2	Thompson Ave. McKees Rocks, Pa
Fine Arts Studio, 1-2	1121-31 Waverly St. Philadelphia 47, Pa
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis
G.S.N. Co., 1-2	2619 Cherry St. Kansas City 8, Mo
Gerdau Co., The Otto	82 Wall St. New York 5, NY
Handy-Andy Specialty Co. Inc., 1	1107 Broadway, New York 10, NY
Klein Max Inc., 1-2	8915 North End, Ferndale 20, Mich
Koch Sons Inc., George	10 S 11th Ave. Evansville 4, Ind

Non-Electric Housewares

Langbein-Giftwares Division, 1	161 Willoughby St. Brooklyn 1, NY
Lawson Co., The, F. H., 1-2	Evans & Whateley Sts. Cincinnati 4, Ohio
Leipzig Co., A., 1	18 W 27th St. New York 1, NY
Lisk-Savory Corp., 1-2	245 Gorham St. Canandaigua, NY
Lith-O-Ware Products Inc., 1-2	2700 N Paulina St. Chicago 14, Ill
Lyons Co., R. H., 1	18 W 27th St. New York 1, NY
Maison Gourmet Ltd., 1	1170 Broadway, New York 1, NY
Master Metal Products Inc., 2	291 Chicago St. Buffalo 5, NY
Metalcraft Mfg. Corp., 2	Bent & Potomac Sts. St Louis 16, Mo
Mexican Products Co., 1	Box 506, Laredo, Tex
Nash Merchandise Co., E. T., 1	725 Broadway, New York 3, NY
National Products Inc., 1	900 Baxter Ave. Louisville 4, Ky
National Silver Co., 1	241 5th Ave. New York 16, NY
Neatway Products Inc., 1-2	1010 Lyndale Ave. N, Minneapolis, Minn
Pacific Neocraft Corp	840 N Broadway, Escondido, Cal
Peoria Metal Specialty Co., 1-2	2501 S Washington St. Peoria 2, Ill
Peoria Plastic Co., 1-2	215 Taylor Ave. E Peoria, Ill
Plycraft Corp., 1-2	Waterboro, SC
Pretty Products Inc., 1-2	Coshocton, Ohio
Quon-Quon Co., 1	1823 S Hope St. Los Angeles, Cal
Ransburg Co. Inc., Harper J., 1	1234 Barth Ave. Indianapolis 7, Ind
Redmon Sons & Co., W. C., 1	Box 362, Peru, Ind
Reico Custom Case Div. of Reliable Luggage Inc., 1-2	Lawrence County, W Pittsburgh, Pa
Republic Molding Corp., 1-2	6467 N Avondale Ave. Chicago 31, Ill
Rio Grande Importing Co., 1	Brownsville, Tex
Ross Products Co	1107 Broadway, New York, NY
Schluster Mfg. Co., 1-2	4700 Goodfellow, St Louis 20, Mo
Cincinnati Galvanizing Co., 1-2	4879 Spring Grove Ave. Cincinnati 32, Ohio
Social Supper Inc., 1	Pine St. Coshocton, Ohio
Soria & Simon Co	403 E 62nd St. New York, NY
Stylecraft Studios Inc., 1	Coshocton, Ohio
Tip Top Brush Co. Inc., 1-2	400-E 111 St. New York 29, NY
Transparent Specialties Corp., 1-2	3828 E 91st St. Cleveland 5, Ohio
U. S. Steel Products Div. U. S. Steel Corp., 1-2	5100 Santa Fe Ave. Los Angeles 58, Cal
Viking Importrade Inc	225 5th Ave. New York 10, NY
Vogue Mfg. Co. Inc	2311 Taylor St. Fort Wayne, Ind
Weinman Brothers Inc	3260 W Grand Ave. Chicago 51, Ill
Wolff Products Co., 1-2	1150 Broadway, New York 1, NY

WHIPPERS

1. CREAM
2. POTATO

Ace Mfg. Co. Inc., 1-2	65 Chestnut St. Chalfont, Pa
Bonley Products Co. Inc., 1-2	331 S Peoria St. Chicago 7, Ill
Brown Inc., John Clark, 1-2	1 Montgomery St. Belleville 9, NJ
Damar Prods. Inc., 2	Damar Bldg. Elizabeth, NJ
E-Z Por Mfg. Corp	4315 N Lincoln, Chicago 18, Ill
Edlund Co. Inc.	159 Home Ave. Ext. Burlington, Vt
Ekco-Autoyre Div., Ekco Products Co., 2	1949 N Cicero Ave. Chicago 39, Ill
Ekco-Flint Div., Ekco Products Co., 2	1949 N Cicero Ave. Chicago 39, Ill
Kidde Manufacturing Co. Inc., 1	35 Farrand St. Bloomfield, NJ
Miller Inds. Inc., R. A., 1	1525 Marion St. Grand Haven, Mich
New Method Mfg. Co	76 S Ave. Bradford, Pa
P.M.C. Mfg. Corp., 1	Phoenicia, NY
Woodcroftery Shops Inc., The, 2	Coley Bldg. Wayland, NY
Zachman & Co., 1	5004 Wilson Ave. Chicago 30, Ill

WOODENWARE: *See Item Desired*



FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Trade Names Directory

This Directory lists most of the trade names for products you either sell or come in contact with.

If a name you are looking up isn't included, try the alphabetical listing of manufacturers. The name might be a company name, not a trade name.

Use the reader service cards to request information on names you can't locate.

AA - Associated Articles Mfg. Co.
A-C-MATIC - General Electric Co.
A-JUSTA-FLEX - Cannon Products Inc.
A LINE - Arcadia Manufacturing Co.
A LUCKY WISH PRODUCTS - Plastics Consolidated Industries
A-P - A-P Controls Corp.
A-S-E - All-Steel Equipment Co. Inc.
ABACA - Plastic Production Co.
ABC - Kelvinator Div. American Motors Corp.
ABC - ladders, step & ext. summer furniture; Adams Engineering Co. Inc.
ABC - oil burners; Federal Oil Burner Corp.
ABCO, ABCO'S HILLCREST - Abco Metal Products Co.
ABCO - American Brush Co.
ABCo - Alphonse Brenner Co.
ABLEART BOOTHETTES - Ableart Upholstery Co. Inc.
ABP - American Push Broom Co.
ABRAX - Abbeon Supply Co.
ABSOPURE DELUXE - Auto City Plating Co.
ACCENT - Shawnee Potteries
ACCURATE - Pyrene Mfg. Co.
ACE - curtain stretchers, outdoor dryers; Beh & Co. Inc.
ACE - hand hair clipper; Allover Mfg. Co.
ACE - oval home utility mat; Ace Rubber Products Inc.
ACE - oil stoves; Huenefeld Co.
ACE - rubber door mats; R-C-A Rubber Co.
ACE - stainless steel kitchen and barbecue tools; Ace Products Co.
ACME - Barbeque equipment; Acme of Calif.
ACME - brooms; Hamburg Broom Works
ACME - clothes wringers; Lovell Mfg. Co.
ACME - freezers; Beh & Co.
ACME - fruit corer, grater; Feemster Co., W. R.
ACME - heaters; Inland Steel Products Co.
ACME - ironing tables; Goshen Churn & Ladder Co.
ACME - juice extractors; Rival Mfg. Co.
ACME - outdoor furniture; American-Acme Co.
ACME - step-on can; Stuber & Kuck Co.
ACORN - Alaska Freezer Co.
ACROD - Acme Electric Heating Corp.
ACROM - Acme Electric Heating Corp.
ACTION - Seeger-Williams Inc.
ACU-RITE - Chaney Instrument Co., John L.
ACU-RITE THERMOMETERS - Chaney Instrument Co., John L.
ADAM ANTIQUE - Steubenville Pottery
ADAMS - chrome bathroom accessories; Gerity Michigan Corp.
ADAMS - fireplace fixtures; Adams Co.
ADAMS - paint brushes; Whiting-Adams Co.
ADAMS HOUSE - Mallory Plastics Co.
ADAPT-A-LITE - Cable Electric Products Inc.
ADAPTABEL - Edwards Co.
ADAPTO HOSE REEL - Specialty Mfg. Co., The
ADD-a-FENCE - Akay Corp. Div. of Hauser Products
ADD-A-PAIR - aluminum outdoor clothes dryers, shelf hangers; Anchor-Link Products Div. of The Hagar Co.
ADD-A-PAIR - shelf hanger; Ellbee Mfg. Co.
ADD-A-SHELF - Precision Products Inc.
ADD-A-SPACE - Sanjo Utility Mfg. Co.
ADD-A-TRAY - Myron Prod. Co.
ADDERLEY - Midhurst Importing Corp.
ADE-O-MATIC - Zim Mfg. Co.
ADJUS-TO-RITE - Keller Mfg. Co., H. V.
ADJUSTA - Adjustable Garment Hanger Corp.
ADJUST-a-HANGER - Akay Corp. Div. of Hauser Products
ADJUSTO CORD - Dominion Electric Corp.
ADJUSTO-LITE - Farber Inc., S. W.
ADJUST-O-MATIC - Westinghouse Elec. Corp.
ADMIRAL - Master Appliance Mfg. Co.
ADMIRAL BRAND - Plumbers Woodwork Co.
ADMIRATION - Commonwealth Plastics Corp.
ADMIRATION - plastic housewares; Northeastern Plastics Inc.
ADMIRATION - shears and scissors; Acme Shear Co.
AERATED METAL - Harvin Co., The
AERO - Boyle-Midway Inc.
AEROFAN - Pryne & Co.
AEROLATER - Norge Corp.
AEROPEL - American Blower Corp.
AEROWARE - Standard Products Co., The
AETNA - Allen Mfg. Co., W. D.
AFICO - Amberg File & Index Co.
AFORS - Arcadia Export-Import Corp.
AFTAB - Brandon Brown Inc.
AGUA CALIENTE - La Fayette Co., O. J.
AINSLEY - Gilbert Clock Co., William L.
AIRATE - Air Controls Inc.
AIR CHIEF - Vidrio Products Corp.
AIR CUSHIONED - Hy-Ko Products Co.
AIR-FLEX - Gleason Mfg. Co., John P.
AIR FLIGHT - Welch Co., W. W.
AIR-FLO - Son Chief Electrics Inc.
AIR-FLOW - hand Lawn mowers; Heiheke Co.
AIR-FLOW - hampers; Vogue Mfg. Co.
AIR-FLOW - electric fans, heaters; A.C. Gilbert
AIR-FLOW - elec. cleaners; General Electric Co. Inc.
AIR-FLOW AND AIR-LITE - National Screen Co.
AIR-IN - Safeguard Corp.
AIR KING - Berns Air King Corp.
AIR-LITE - National Screen Co.
AIR MASTER - Ray-Glo Corp.
AIR PACK - Air Controls Inc.
AIR-PILOT - Aurora Precision Devices
AIR PILOT - Embury Mfg. Co.
AIR-STREAM - Gilbert Co., A. C.
AIR TROL - Dollinger
AIR-VAC - Scott Pump Co.
AIR-WAY - Air-Way Electric Appliance Corp.
AIR ZEPHYR - Standard Art Industries
AIRCLONE - Marco Industries Inc.
AIRFLIGHT - Lau Blower Co., The
AIRFLOW - Clark Co., J. R., The
AIRGUIDE - Airguide Instrument Co.
AIRistocrat - Universal Blower Co.
AIRJET - Oster Mfg. Co., John
AIRLINE - Samson-United Corp.
AIRLINE CABINETS - Richmond Metal and Plastics Corp.
AIRMETER - Gilbert Clock Co., Wm. L.
AIROMA - Ataco Steel Products Co.
AIRSET - John Oster Mfg. Co.
AIRSWEED - Progress Mfg. Co.
AIRWARE - Northern Industrial Chemical Co.
AJAX - alarm clocks; Gilbert Clock, William L.
AJAX - barbecues; Seabreeze Engineering Co.
AJAX - hot plates; Standard-Hygrade Electric Co.
AJAX - sprinklers; Allen Mfg. Co., W. D.
AJAX - wax appliers; American Standard Mfg. Co.
A-JUSTA FLEX - Cannon Products Inc.
AJUS-TABLE - Gerber Wrought Iron Products Inc.
AJUSTA-FLEX - Cannon Products Inc.
AKRO - Buxbaum Co., The
AKRON - cabinet hardware; Pen-Akron Hardware Corp.
AKRON - ranges (stainless steel domestics); Associated Products Inc.
ALADDIN - Cooper Mfg. Co.
ALADDIN - carbide sharpeners for knives and scissors; New England Carbide Tool Co. Inc.
ALADDIN - drill bits; New England Tool Co. Inc.
ALADDIN - corn popper; Leyse Aluminum Co.
ALADDIN - dinnerware; Knowles China Co., Edwin M.
ALADDIN - electric washers; Voss Mfg. Co.
ALADDIN CANMASTER, MILKMASTER, SODAMASTER - plastic piercer and pourer, gadget for pouring, for storing; Shramrock Specialties Inc.
ALA-DINER - Aladdin Industries Inc.
ALA OAK - King Stove & Range Co.
ALASKA - Alaska Freezer Co. Inc.
ALASKA HOSTESS - Alaska Freezer Co. Inc., The
ALASKA NORTH STAR - Alaska Freezer Co. Inc., The
ALASKAN - National Engineering & Mfg. Co.
ALCAZAR - Lindemann & Hoverson Co., A. J.
ALDEK - Werner Co. Inc., R. D.
ALDEN'S SUPREME - Conlon Bros. Mfg. Co.
ALEXANDERWERK - Dippel & Co., C. E.
ALHAMBRA - Kusan Inc.
ALHAMBRA - outdoor furniture; Salmanson & Co. Inc.
ALINE - Leipzig Inc., A.
ALISON - Gordon Associates
ALIX ORIGINALS - Fine Arts Studio
ALL-AMERICAN - Wisconsin Aluminum Foundry Co. Inc.
ALL-AMERICAN, CHAMPION - Columbian Enameling & Stamping Co. Inc.
ALL AROUND - can opener; P M C Mfg. Corp.
ALL AROUND - tray table; Scheibe, R. R.
ALL PURPOSE - Ludlow Papers A Div. of Ludlow Corp.
ALL PURPOSE WASHER - Osrow Products Co.
ALL-STEEL - Peter Boiler Machine Works
ALL-SYN - Gold Star Polish Mfg. Co. Inc.
ALLBRIGHT - Allbright Electric Corp.
ALLEGHENY - Canonsburg Pottery Co.
ALLEGHENY - Royal Silver Mfg. Co.
ALLEN - Allen Alva Industries
ALLEN-PRINCESS - Allen Mfg. Co.
ALLENDALE - Gilbert Clock Co., William L.
ALLENITE - Allenite Mfg. Co.
ALLENTOWN - Gen-O-Craft Inc.
ALLERTON'S WARE - Maddock & Miller Inc.
ALLIED - Belf & Lustig
ALLIED LINE - Thompson & Sons, O. E.
ALPHA - Maplewood Specialty Mills Inc.
ALPINE - freezers; Alaska Freezer Co.
ALPINE - ultra violet lamps; Hanovia Chemical & Mfg. Co.
ALPINE - Moran Brush Mfg. Co. Inc.
ALPINE BRAND - Block J & I

Trade Names

ALTICO – Alloy Tile Corp.
ALTO – Standard Stove & Range Co.
ALUM-ART – Kursh Products Inc.
ALUMAFOLD – P B R Mfg. Co.
ALUMA-GLO – Aluminum Specialty Co.
ALUMINEX, ALUMINEX HEAVY WARE – Buckeye Aluminum Co. Div. of Mardigian Corp.
ALUMIZEL – Wenzel Tent & Duck Co., H
ALUMODE – Aluminum Specialty Co.
ALVIN – Alvin Sales Corp.
AMATCO – Postcraft Co.
AMBASSADOR – range oil burners; Tower Mfg. Corp.
AMBASSADOR – lawnsweeper; Lambert Inc.
AMBASSADOR – Morse Sewing Mach. & Supply Co.
AMBASSADOR, DEC-A-DOR – Lawson Mfg. Co.
AMBER-PLUS – Pretty Products Inc.
AMBISCO – American Bisque Co., The
AMBRUCCO – American Brush Mfg. Co.
AMCO MOP – Artmoore Co. Inc.
AMECO – American Electrical Appliance Corp.
AMER-GLAS – American Air Filter Co. Inc.
AMERICAN ART WORKS – Social Supper Inc.
AMERICAN BEAUTY – brooms; Wyner Co. Inc. A. F.
AMERICAN BEAUTY – casserole sets; American Casserole & Specialty Co. Inc.
AMERICAN BEAUTY – Johnson-Stuart Co.
AMERICAN BEAUTY – dust mops; American Standard Mfg. Co.
AMERICAN BEAUTY – electric flat irons, soldering irons; American Electric Heater Co.
AMERICAN BEAUTY – enameled ware; Bellaire Enamel Co.
AMERICAN BEAUTY – gas ranges; Odin Stove Mfg. Co.
AMERICAN BEAUTY – ironing tables; Peoria Metal Specialties Co.
AMERICAN BEAUTY – picnic jugs; Farris Mfg. Co., W. W.
AMERICAN BEAUTY – washers; Getz Power Washer Co.
AMERICAN BRAND – American Coffee Urn Co.
AMERICAN CLIPPER – Acme Shear Co.
AMERICAN EAGLE – Western Coil & Electric Co.
AMERICAN HERITAGE – Stetson China Co.
AMERICAN KITCHENS – Design & Mfg. Corp.
AMERICAN LADY – Illinois Duster Co.
AMERICAN MAID – Aluminum Ware; Illinois Pure Aluminum Co.,
AMERICAN MAID – kitchen utensils; Utica Cutlery Co.
AMERICAN MODERN BY RUSSEL WRIGHT – Steubenville Pottery Co.
AMERICAN OVEN – American Thermometer Co.
AMERICAN TRADITION – Knowles China Co., Edwin M.
AMERICANA – Savage Arms Corp. Lawn Mower Div.
AMERICANA – dinnerware; Canonsburg Pottery Co.
AMERICANA – milk glass giftwares; Victory Glass, Inc.
AMERICRAFT STAINLESS BY GORHAM – Scientific Silver Service Corp.
AMERICUT – Acme Shear Co.
AMES AIRE – O Ames Co.
AMES MAID – O Ames Co.
AMICAL – Noma Lites Inc.
AMISH – Morton Pottery Co.
AMPEREX – North American Philips Co. Inc.
AMRONLITE – Faries Mfg. Co.
AMSCO – American Sponge & Chamois Co. Inc.
ANACONDA – Allen Mfg. Co., W. D.
ANCHOR – oil stoves; Lindemann & Hoverson Co.
ANCHOR – sink and household brushes, clothes brushes, fibre floor brooms; Philip Fogarty Co.
ANCHOR BRAND – household hardware; North & Judd Mfg. Co.
ANCHOR BRAND – cutlery; Lamson & Goodnow Mfg. Co.
ANCHOR BRAND – wringers; Lovell Mfg. Co.
ANCHORGLASS – Anchor Hocking Glass Corp.
ANCHOR ROGERS – silverplate; International Silver Co.
ANCHORWHITE – Anchor Hocking Glass Corp.
ANDRE PIERRE ORIGINALS – Keen Industries Inc.
ANDROCK – Washburn Co., The
ANGELUS WARE – Smoot-Holman Co.
ANGLE VISION "SEE THRU" – Haddon Products Co.
ANGLER – Aladdin Industries Inc.
ANITA – Paden City Pottery Co.
ANNIVERSARY MODEL – Hanovia Chemical & Mfg. Co.
ANNUNCIETTE – Edwards & Co.
ANT BUTTONS – Harris Products Co. Inc.
ANT CUPS – Harris Products Co. Inc.
ANTCHEK ANT TRAP – Rotenone Products Co. Inc.
ANTELOPE – Goodrich Co., B F
APACHE – Aircapitol Mfg. Co. Inc.
APACHE – food grinders; Patch Inc., A. H.
APCO – Associated Plastic Div.
APCO HEAVY WARE – Associated Plastic Div. Commercial Plastics Co.
APEX – White Sewing Machine Corp.
APEX – lawn mowers; American Lawn Mower Co.
APEX – mops; Puritan Cordage Mills
APEX – towel bars; Stiles & Co., H. A.
APKO – Asbestos Products Co.
APOLLO – lanterns, electric; Delta Elec. Co.
APOLLO – laundry stoves, coal; Eagle Foundry Co.
APOLLO – step ladders; Hercules Mfg. Co.
APOLLO-CRESCENDO – Musical Products Corp.
APOLLO-FANTASIA – Musical Products Corp.
APOLLO-INTERMEZZO – Musical Products Corp.
APOLLO-SONATA – Musical Products Corp.
APOLLOWARE – Newland Schneeloch & Piek Inc.
APPLICAL – Educational Products Co.
APRIL SHOWERS – Stoughton Mfg. Co.
APSCO – Automatic Pencil Sharpener Co.
AQUA HONE – Rain Drain Inc.
AQUA-PURA – Sparkler Mfg. Co.
AQUAPEUTIC BATH – Profile Inc.
ARBOLITO – Baker & Co. Inc., H.
ARCADE – Arcade Industries Inc.
ARCO – gloves; Arcadia Manufacturing Co.
ARCO – power tools; Arrow Metal Products Co.
ARCO – garden hose; Rosenberg Bros.
ARco IGLOO – Automotive Rubber Co. Inc.
ARCTIC – dish cloths; Massasoit Co.
ARCTIC – ice cream freezers hand operated; White Mountain Freezer Co. Inc.
ARCTIC – ice shredders; Wrightsville Hdwe. Co.
ARCTIC – picnic jugs, thermos bottles; Poloron Product Inc.
ARCTICAIRE – Fasco Industries Inc.
ARCTIC TRUNK – Jewett Refrigerator Co. Inc.
ARDEE – Werner Co. Inc., R. D.
ARIS TONGS – Goodman-Kleiner Co. Inc.
ARIST-O-CRAFT – Diack Co., A. Geo.
ARISTO – Aristo-Mat Co. Inc.
ARISTO-BILT – Salmanson & Co. Inc.
ARISTO CRAFT – Multi Products Inc.
ARISTO-LITE – Salmanson & Co. Inc.
ARISTO-MAT – Phoenix Table Mat Co.
ARISTO-MATS – Aristo-Mat Co. Div. of Phoenix Table Mat Co.
ARISTOCRAFT – aluminum ware and utensils; Griswold Mfg. Co.
ARISTOCRAFT HANGERS – Mission Industries
ARISTOCRAT – broom; National Broom Mfg. Co.
ARISTOCRAT – carpet sweepers; Wagner, E. R.
ARISTOCRAT – clocks; Aristocrat Clock Co.
ARISTOCRAT – electric toaster; Westinghouse Electric Corp
ARISTOCRAT – fans; Gilbert Co., A. C.
ARISTOCRAT – kitchen combination ladder-step-stool; Mardigian Corp.
ARISTOCRAT – kitchen ventilators; Universal Blower Co.
ARISTOCRAT – mail boxes, door knockers; Air Control Products Inc.
ARISTOCRAT – perco-drip coffee makers; Metal Ware Corp.
ARISTOCRAT – vacuum cleaner; Regina Corp.
ARISTOCRAT – washing machines; Appliance Mfg. Co.
ARISTOCRAT – Imperial Electronics Mfg. Inc.
ARISTOCRAT – Endicott-Seymour of Ann Arbor
ARISTOCROME – Hall-Mack Co.
ARISTOKRAFT – United Cabinet Corp.
ARIZONA – Hollywood Hair Dryer Co.
ARIZONA CHUCK WAGON – Sullivan Mfg. Co., C. F.
ARLO ELECTRONIC AIR PURIFIERS – Permatron Corp.
ARLINGTON – Eclipse Lawn Mower Co.
ARM AND HAMMER BRAND – Toledo Glove Mfg. Co., The
ARMCO – Diamond Silver Co.
ARMSTRONG-QUALITY – Armstrong Products Crop.
ARNBE STAINLESS – Scientific Silver Service Corp.
ARNETT – Diamond Silver Co.
ARNOLD – Hamilton Beach Mfg. Co.
AROMA-LITES – Empire Mfg. Co.
ARROW – Allen Mfg. Co., W. D.
ARROW CUTLER CO. – Case Shear Corp.
ART BRASS – Art Brass & Plating Works
ART-CRAFT – Ben-Mont, The Dow chemical Co., Dobeckmun Div.
ARTBECK – Alan Dale Industries
ARTCO – Aristocrat Clock Co.
ARTCRAFT – hearth brushes; Berea College Ird.
ARTCRAFT – stoves; Artcraft Products Co.
ARTCRAFT VENETIAN – Art Craft Venetian Blind Co.
ARTISTIC – dish drainers; Artistic Wire Products Co. Inc.
ARTISTIC – American glass; Anchor-Hocking Glass Corp.
ARTWIRE – Art Wire Creations Inc.
ARTZCRAFT – Loveland Broom Co.
ASEPTICON – Weiss & Sons Inc., Max
ASH TRAY KING – Northland Aluminum Products Inc.
ASHBY PRODUCTS – Yeoman Corp., The
ASHFLASH – Ashe-Houston Co.
ASHTON – Ashe-Houston Co.
ASSOCIATED PACIFIC – Associated Pacific
ASTOR – ranges & heaters; Union Stove Works Inc.
ASTOR – veg. slicer; Almo Trading & Importing Co. Inc.
ASTRA – Viking Glass Co.
ASTRAL – Morphy-Richards Inc.
ATECO – August Thomsen & Co.
ATH-TEX KITCHENWARE – Ath-Tex Ceramics Inc.
ATK PRODUCTS – Atkinson Mfg. Co.
ATLANTIC – Portland Stove Foundry Co.
ATLAS – ash cans; Reeves Steel & Mfg. Co.
ATLAS – clothes washers; Boss Washington Machine Co.
ATLAS – dryers; Hill Clothes Dryer Co. Inc.
ATLAS – garden tools; Union Fork & Hoe Co.
ATLAS – lawn mower; Sensation Mower Inc.
ATLAS – mops; Caroline Tool & Die Co.
ATLAS – mops; Whitaker William, D.
ATLAS – step ladders; Los Angeles Ladder Co.
ATLAS-AIRE – Atlas Tool & Mfg. Co.
ATLAS CHINA – Milbern Mfg. Co.
ATO-MIZOR – Hudson Mfg. Co., H. D.
ATOM WHIP – Krasberg & Sons Mfg. Co.
ATOMIC – Silent-Flo Water Filter Mfg. Co.
AUBURN FLYER – Mast-Foos Mfg. Co.
AUBURN ZEPHYR – Mast-Foos Mfg. Co.
AURORA MAID – Harben Co.
AURORA STANDARD – Harben Co.
AUTH-O-LINE – Auth Electrical Co.
AUTH-O-TONE – Auth Electric Co. Inc.
AUTH-O-TONE CHIMES – Auth Electric Co.
AUTO-CHEF – Therm-O-Ware Electric Corp.
AUTO CITY – Auto City Plating Co.
AUTO CLEANSER – Eureka-Williams Corp.
AUTO FLIP – Samson-United Corp.
AUTO-PAK – Pauken Broom and Brush Co.
AUTOCHEF; AUTO GRIDDLE – Naxon Utilities Co.
AUTOGRIDDLE & LUSTRO GRIDDLE – Naxon Utilities Corp.
AUTOMATIC – Lovell Mfg. Co.
AUTOMATIC AUTO AIR CONDITIONERS – Automotive Radio Mfg. Co. Inc.
AUTOMATIC EXTENSION – Zoss Ladder & Mfg. Co.

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

AUTOMATIC HOSEKEEPER – Trio Inc.
AUTOMATIC JR – Automat Steam Products Co.
AUTOMATIC RADIO – Automotive Radio Mfg. Co. Inc.
AUTOMATIC SOFTENER – Permutit Water Conditioning Inc.
AUTOWASH – Pacific Coast Brush Co.
AUTCYRE – Ekco-Autoyre Div.
AUTUMN LEAF – Blair Ceramics Inc.
AVALON – Southern Heater Co.
AVEECO – Alexander Van Veen Co.
AVON DIAL-A-MATIC – Avon Mfg. Co.
AVSCO – Avsco Inc.
AXIAL FLO FAN – Emerson-Pryne Co.
AZTEC – Lenox Plastics Inc.
AZUR-ITE – Anchor-Hocking Glass Corp.
B-B-Q – Crestline Corp.
BABSI – Hirco Mfg. Co.
BABY-ALL – Sanit-All Products Corp.
BABY BANK'ER – Fashioncraft Products
BABY BANK'ER – Thermo Fashion Corp.
BABY BEN – Westclox Div. of General Time Corp.
BABY CHEF JR. – Electric Steam Radiator Corp.
BABY DEAR – Federal Enameling & Stamping Co.
BABY GRAND – P. A. Geier Co.
BABY GRANDE – Vidrio Prod. Corp.
BABY RAPI D – Childers, C. T.
B-C – can openers; Bunker-Clancey Mfg. Co.
B-C – glassware; Bartlett-Collins Co.
BACKSAVER – Wiss & Sons Co., J.
BACON N' EGG – Mover Co., J. J.
BACONEER – Magic Hostess Corp.
BADGER – West Bend Aluminum Co.
BADGER BRAND – Plumbers Woodwork Co.
BADGER LINE – Kohn Mfg. Co.
B F G – Goodrich Co., B. F.
BAK-QUEEN – Elgin Stove Co.
BAK-SERV – Paden City Pottery Co.
BAKE-KING – Chicago Metallic Mfg. Co.
BAKE MASTER – U. S. Mfg. Co.
BAKE-O-LAMP – Weldon Mfg. Co.
BAKE-RITE – American Thermometer Co.
BALCO – Bremer Co., W. S.
BALL ECLIPSE – Lakeside Aluminum Co.
BALLERINA – Universal Potteries Inc.
BALL FLOW SHUT OFF – Specialty Mfg. Co., The
BALL O' PERFUME – Esquire Chemical Co. Div. of Frank Curran Co., J.
BALL-RITE – Cummins Portable Electric Tools Div. of John Oster Mfg. Co.
B. M. CO. – Benedict Mfg. Co.
B. M. ELECTRO-BREW – Coleman Co. Inc.
BAND-A-BLU – Coleman Co.
B & R – Brammer Mfg. Co.
BANNER – The Boss Washing Machine Co.
BANNER – Tip Top Brush Co. Inc.
BANTAM – Falls Products Inc.
BANTAM RING – Allen Mfg. Co., W. D.
BAR AIDS – Langner Mfg. Co.
BAR & BARBEQUE – Giftware Corp.
BAR-B-BOWL – Keystone Lamp Mfg. Corp.
BAR-B-BRAND – Barth & Dreyfuss
BAR-B-CARTS – Stor-All Corp.
BAR-B-CUTIE – Master Metal Products Inc.
BAR-B-Q – barbecue tools; Park-Gaines Div. Tex Machine Co.
BAR-B-Q – extension forks; U. S. Mfg. Corp.
BAR-B-Q – kitchen and barbecue cutlery, woodenware, tray, bowls, salt and pepper; Wentz Co. (Mfr. & Distributor)
BAR B-Q-MASTER – Russakov Co. of America
BAR-B-QUE – grills, utility cart; Hamilton Equipment Corp.
BAR B SKEWS – Heuck Co., M. E.
BAR B TONGS – Semler, J. H.
BAR TENDOR – Sparkle Devices Inc.
BARB-A-KET – Yawman Metal Prod. Inc.
BARBETTE – Ellbee Manufacturing Co.
BARKOW – Barkow Mfg. Co., Aug. G.
BARRACUDA – Lancaster Pump & Mfg. Co. Inc.
BARRIDON – Barridon Products
BARTENDERS – Sterling Plastics Co.
BARWICK – Miller Clock Co., Howard
BASCO – Associated Bag & Apron Co.
B-SHIELD – Bonney Forge & Tool Works
BATHROOM-GARD RAIL – Frohock-Stewart Co.
BAYARD – Harris Company Inc., L.
BAY STATE – Barstow Stove Co.
BEACON – Ingraham Co.
BEAL SPEED – Beal Speed Polishers Inc.
BEAL SPEED POLISHER – Product Engineering Co.
BEANERY – Naxon Utilities Corp.
BEAU-T-CUT – Ahlbin & Sons, John
BEAUTEBAKE – Chicago Metallic Mfg. Co.
BEAUTY BIN – Lincoln Metal Products Corp.
BEAUTY CAN – Lincoln Metal Products Corp.
BEAUTY CREST – Jaffe Mfg. Co., F. H.
BEAUTY-FOLD – All-Luminum Products
BEAUTY QUEEN – Barton Corp., The
BEAUTY QUEEN – Toledo Desk & Fixture Co.
BEAUTY TONE – Westinghouse Lamp Div. Westinghouse Electric Corp.
BEAUTY WARE – Lincoln Metal Products Corp.
BEAUTYBOX – Lincoln Metal Products Corp.
BEAUTYCAN – Lincoln Metal Products Corp.
BEAUTYRANGE, BEAUTYHEATER – Odin Stove Mfg. Co.
BEAUTYSAGE – Beauty Appliance Corp.
BEAUTYWOOD – Premier Mfg. Co.
BECO – Edward Co., Bernard
BEE-VAC – Britman Electric Co.
BEER-BAR – Solar Systems Inc.
BEETLEEARE – Northern Industrial Chemical Co.
BELA – J & J Tool Machine Co.
BEL-AIRE – Leeds of California
BEL-AIRE HOOD – Emerson-Pryne Co.
BEL-GRADE – North Wayne Tool & Die Co.
BELL BOTTOM – United States Stamping Co.
BELLE CITY – Allover Mfg. Co.
BENGAL – Floyd-Wells Co.
BENJAMIN – Benjamin Reel Products Inc.
BENNETT – Fisher Barkley Corp.
BENNETT BILT – Bennett Mfg. Co.
BERKELEY – Ekco-Autoyre Div.
BERKELEYS – Louis Goldey Co. inc.
BERKSHIRE – Setwell Co.
BERLITE – Wright-Bernet Inc.
BERLOV – Republic Steel Corp. Berger Mfg. Div.
BERNZ-O-MATIC – Otto Bernz Co. inc.
BERRY LOGS – Rustic Crafts Co. Inc., The
BEST – Cahil Mfg. Co.
BEST BUY – Alladin Industries Inc.
BEST SET – Tip Top Brush Co. Inc.
BEST-WARE – West Bend Aluminum Co.
BESTMADE – American Import Co., The
BESTMAID – New York Mdse. Co. Inc.
BETSY ANN WARE – Moore Enameling & Mfg. Co.
BETSY ROSS – Carey-McFall Co.
BETTER – Better Houseware Co.
BETTER BROOM – Pionair Products Co.
BETTER MADE – Arlen Industries Inc.
BETTER WARE – Illinois Pure Aluminum Co.
BETTY ANN – Standard Brush & Broom Co.
BETTY BEACON – Beacon Plastics Corp.
BETTY BOLLING – Columbia Wax Products Co.
BETTY BRIGHT – Massillon Aluminum Co.
BETTY BROWN – Illinois Pure Aluminum Co.
BEV-AUD – West Bend Aluminum Co.
BEVERLY BY PROLON – Prophylactic Brush Co. Prolon Plastics Division
BFC – Franklin Bernard Co.
BHC – Better Houseware Co.
BICOR – Bloomfield Industries Inc.
BIDDIE BROOM – Kleen Test Prods.
BIFFY BOWL BRUSH – Spico Industries
BIFFY JOHN BRUSH – Spico Industries
BIG BEAM – U C Lite Mfg. Co.
BIG BEAM MOUNTY – U C Lite Mfg. Co.
BIG BEN – Westclox Div. of General Time Corp.
BIG BOY CHAR-KOLER – Big Boy Mfg. Co.
BIG CHIEF – Ox Fibre Brush Co.
BIG CHIEF – White Mountain Freezer Co. Inc.
BIG 8 – Wolfe, Harry M.
BIG 6 – Parkway Plastics Inc.
BIG SNAPPER – McDonough Power Equipment Inc.
BIG-VALU – Ballonoff Metal Products Co.
BILTRITE – fruit press, ricer asbestos stove mats, step-on cans, breadboxes, canister sets waste baskets; Stuber & Kuck Co.
BILTRITE – garden hose; American Biltrite Rubber Co.
BILTWELL – Reeves Steel & Mfg. Co. Div. of Empire-Reeves Steel Corp.
BIN-CADDY – Kreamerware Inc.
BINISTER – Emco Porcelain Enamel Co.
BINMASTER – Garner & Co. Inc.
BINOC – Taylor Instrument Co.
BISSELLECTRIC – Bissell Inc.
BIZ-E-BOY – Keen Mfg. Co.
BLACK BASALT – Wedgwood & Sons Inc., Josiah
BLACK BEAR – Kinfolks Inc.
BLACK BEAUTY – enameled ware; Federal Enameling & Stamping Co.
BLACK BEAUTY – fryer pains, roasters; Ekco Products Co.
BLACK BEAUTY – meat chopper; Kitchen Aid Div. Hobart Mfg. Co.
BLACK DIAMOND – North Wayne Tool & Die Co.
BLACK HAWK – food grinders; Patch Inc., A. H.
BLACK HAWK – lawn mowers; Rugg Co., E. T.
BLACK MAGIC – Barneby Cheney
BLAIR – New Monarch Machine & Stamping Div. Western Tool & Stamping Co.
BLAK-RAY – Ultra Violet Products Co.
BLAUPUNKT – Pickens Radio Corp.
BLAZELOGS ® – Rustic Crafts Co. Inc., The
BLEND KING – Teamco Products Inc.
BLENDAL – National Blenders
BLENDAL BLENDERS – National Blenders
BLENDAL ELECTRIC JUICERS – National Blender
BLENDAMATIC – Imperial Electronics Mfg. Inc.
BLENDER QUEEN BLENDERS – National Blenders
BLENDER QUEEN ELECTRIC JUICERS – National Blenders
BLENDEX BLENDERS – National Blenders
BLENDMOR ELECTRIC JUICERS – National Blenders
BLENDMOR M BLENDERS – National Blenders
BLENKO HANDCRAFT – Blenko Glass Co.
BLO-FAN – Emerson-Pryne Company
BLOC-BILT – Block & Sons Inc., M.
BLOSSOM-MAID – Blossom Mfg. Co. Inc.
BLOSSOMTONE – Blossom Mfg. Co. Inc.
BLU-J – Merkle Broom Co.
BLUE BIRD – Fieth Brothers Subsidiary of Thornton Mfg. Co., L. M.
BLUE BIRD BRAND – Corbin Inc., R. K.
BLUE JET – Eska Co. Inc., The
BLUE LABEL – Lodge Mfg. Co.
BLUE LINE – Turner & Seymour Mfg. Co.
BLUE MAGIC – Luce Mfg. Co.
BLUE RIBBON – Knoxville Mop & Broom Works
BLUE RIBBON – Richmond Broom Co.
BLUE RIBBON – Modglin Co. Inc.
BLUE RIBBON – ladders; Goshen Mfg. Co. Inc., The
BLUEBIRD HOSE REEL – Wirt & Knox Mfg. Co.
BLUETTES – Pioneer Rubber Co.
BO-PEEP – Shepherd Products Co.
BOB-CAT – Wisconsin Marine Co.
BODY GUARD – Lincoln Mfg. Co.
BOGEN – Bogen-Presto Div. The Siegler Corp.
BOILMASTER – American Electrical Applicances Corp.
BOLERO – George Pottery Co., W. S.
BOLTA WARE – Bolta Products
BON-AER – Bonny Products Co.
BON-E-CON – Bonney Forge & Tool Works
BONAIR – Johnson-Stuart Co.
BOND – Taylor Instrument Co.
BOND-BILT – Bond Products Co.
BON VOYAGE – New Haven Clock Co.
BONNET BOX – Guild Radio & TV Corp.
BONNEY – Bonney Forge & Tool Works
BONNIE BURNS BRIQUETS – Anthracite Specialties Corp.
BONNY PLAID – P B R Mfg. Co.
BOONTONWARE – Boonton Molding Co
BOOSTER – Cleveland Heater Co., The
BORERKIL – Lethelin Products Co. Inc.
BORG SCALES – Borg-Erickson Corp., The
BORG-SECA – Borg-Erickson Corp., The
BOSS, TOP-SPEED, BLU-HOT – Huenefeld Co.
BOSTON – American Biltrite Rubber Co.
BOSTON BEANERY – Naxon Utilities Corp.

Trade Names

BOYCO - United States Steel Corp. United
United States Steel Products Div.
BOYLE - Relco Custom Case Div. of Reliable
Luggage Inc.
BRA-Z-CUE - Keystone Lamp Mfg. Corp.
BRAC-O-MAT - Rival Mfg. Co.
BRAID - Muscatine Broom Factory
BRAM-MASSEUR - Brammer Mfg. Co.
BRANCHELL, BRANCHELL AZETC - Lenox
Plastics Inc.
BRASS CRYSTAL - Gilley Inc.
BRASSCROME - Hall-Mack Co.
BREAD BINISTER - Emco Porcelain Enamel Co.
BREAD-BUFFET - Kromex Corp.
BREAD KABINET - Kromex Corporation
BREAD-SCOPE - Century Plastic Co.
BREADETTE - Master Metal Products Inc.
BREEZE - Bissell Carpet Sweeper Co.
BREEZE-ALL - Robbins & Myers Inc. Fan Div.
BREEZE MASTER - Master Appliance Mfg. Co.
BREEZEMAKER - Lasko Metal Products Co.
BREEZO - Blair Mfg. Co.
BREW-O-MATIC - Dominion Electric Corp.
BRICKOTE - National Gas Logs Inc.
BRIDGETTES - Rival Mfg. Co.
BRIGHTWAY - Texas Feathers Inc.
BRISTOL - General Electric Co.
BRISTOLWARE SILVER - Raymond Chenille Co.
BROADWAY - Bissell Carpet Sweeper Co.
BROIL JOY - Hamilton Equipment Corp.
BROIL-KING - International Appliance Corp.
BROIL KOOK - Prevore Electric Mfg. Co.
United Merch. Div.
BROIL MAID - Forman Family Inc.
BROIL MASTER JR. - Vadco Products Inc.
Sunburst Electric Div.
BROIL-N-GRILL - Forman Family Inc.
BROIL-O-KARTS - Lowry Iron Works Ind., Jeff
BROIL-QUIK - Peerless Broil-Quik Corp.
BROIL-WELL - Dormeyer Corp.
BROILERANGE - Naxon Utilities Corp.
BROILETTE - U. S. Mfg. Corp.
BROILMASTER - Automatic Wire Goods Mfg. Co.
BROILRITE - Rochester Kimmel Co.
BROOKLINE - Rose & Co. Inc., J.
BROOKPARK - International Molded Plastics Inc.
BROOKSIDE - Amsterdam Broom Co.
BROWN - Brown Stove Works
BROWN BETTY - Everedy Co.
BROWN FEATURAMIC RANGES - Brown Stove
Works Inc.
BROWNIE - Deshler Broom Factory Inc., The
BROWNIE, NATURAL - Gulf & West Indies Co. Inc.
BRUSHKING - Rowco Mfg. Co. Inc.
BUBBLE-STREAM - Wrightway Engineering Co.
BUFF-ETTE - Howard Housewares
BUFFET - Crown Stove Works
BUFFETERIA - Kromex Corp.
BUG-GO - Empire Mfg. Co.
BUG-KIL - Lindavap Corp.
BUG-SHOK - Gardner Mfg. Co.
BUGMASTER - Southern National Mfg. Co.
BULL DOG - American Biltrite Rubber Co.
BULLET - Toro Mfg. Corp.
BURBANK - Destruxol Corp. Ltd.
BURG O MAT - Cole Electric Mfg. Co.
BURGER PRESS - Heuck Co., M. E.
BURGUNDY - West Bend Aluminum Co.
BUSY END UPHOLSTERY - National Brush Co.
BUSYBODIES - Milwaukee Wire Frame Co.
BUTCH - Oster Mfg. Co., John
BUTCHER BRUSH - Pauken Broom and Brush Co.
BUTTER RULER - Western Coil & Electric Co.
BVI - Burgess Vibrocrafters Inc.
BY BEACON - Beacon Products Corp.
BY GUM - North Wayne Tool & Die Co.
BY WOOD - Wood Shovel & Tool Co.
CABINETEER - Just Mfg. Co.
CACTUS - Thornton Mfg. Co., L. M.
CACTUS KID - Cactus Mat & Patch Mfg. Co.
CACTUS MONTEREY - Cactus Mat & Patch Mfg.
Co.
CADDIE HOSE REEL - Wirt & Knox Mfg. Co.
CADDY HOSE REEL - Specialty Mfg. Co., The
CADILLIAC - Clements Mfg. Co.
C.E.Z. - Schreiber Thermometer Co.
CAFELATOR - Dunbar Glass Co.
CAFFEXPRESS - Mazzoli Coffee Inc.
C-4 BRAND - Coopers Creek Chem. Corp.
CAKE-BREAKERS - Schneider Mfg. Co., C. J.
CALABANA - Acme Awning & Tent Co.
CALAIS - Westinghouse Dinnerware Department
C M CO - Chaney Mfg. Co.
CAMALLOY - Campbell Stainless Sales Co.
CAMCHROME - Cambridge Tool & Mfg. Co. Inc.
CAMEO - Harker Pottery Co.
CAMERA - Patent Novelty Co. Inc.
CAMERON - J. & I. Block
CAMP - Metalcraft Mfg. Corp.
CAMP JUG - Knapp-Monarch Co.
CAN ARM CORP - Can Arm Corp.
CAN-O-MAT - Rival Mfg. Co.
CAN-O-MATIC - Rival Mfg. Co.
CAN-O-MATIC ARISTOCRAT - Rival Mfg. Co.
CAN-VENIENT - B & D Assoc. Inc.
CANCO - American Can Co.
CANDELITE - Duro-Lite Lamps Inc.
CANDLE FLAME - North American Electric Lamp
Co.
CANDLELIGHT - Utica Cutlery Co.
CANDY-GUIDE - Taylor Instrument Co.
CANDY STRIPE - Hazel-Atlas Glass Co. Div. of
Continental Can Co. Inc.
CANDYcote - Crown Rubber Co.
CANDYLBEME - North American Electric Lamp
Co.
CANETTE - Master Metal Products Inc.
CANMASTER - non-electric can opener; Holbeck
Manufacturing Co.
CANMASTER - can openers; Swing-A-Way Mfg.
Co.
CANWOOD - Universal Potteries Inc.
CAP-MASTER - Everedy Co.
CAPE COD - baked bean server; Manning, Bowman
& Co.
CAPE COD - glassware; Anchor Hocking Glass
Corp.
CAPE COD - table glassware; Imperial Glass
Corp.
CAPE COD - tin bakeware; Masonware Co.
CAPEHORN - Sayres Crest Inc.
CAPISTRAND - Red Wing Potteries Inc.
CAPITAL - Hudson Mfg. Co., H. D.
CAPITOL - galvanized ware; United States Steel
Products Div. U. S. Steel Corp
CAPITOL - lawn trimmer and edger; Granite State
mowing Machine Co.
CAPITOL - Steel kitchen cabinets; Capitol
Kitchen Div. of Hubeny Bros. Inc.
CAP'N CORKY - Ross Associates, Howard L.
CAPRI - aluminum housewares; Aluminum Specialty
Co.
CAPRI - Lazy Boy Lawn Mower Co. Inc.
CAPRI - serving & warmer aids; American Cas-
serole & Specialty Co. Inc.
CAPRI - planters; Union Novelty Co.
CAPRI - Therm-O-Ware Electric Corp.
CAPRI SETS - Quon-Quon Co.
CAR MAC - Carey-McFall Co.
CARAVEL - Frazar & Hansen Ltd.
CARDINAL - aluminum cooking utensils; Enter-
prise Aluminum Co.
CARDINAL - cutlery; National Silver Co.
CARDINAL - gas heaters; Jackes-Evans Mfg. Co.
CARDINAL - hand sprayers; Hudson Mfg. Co.,
H. D.
CAREFREE - Syracuse China
CARETAKER - New Monarch Machine & Stamping
Div. Western Tool & Stamping Co.
CARLCO - Carlisle Mfg. Co.
CARLTON WARE - Carrollton Mfg. Co.
CARPET TENDER - Modern Space Master
Product Inc.
CARRARA MODERN - Iroquois China Co.
CARROLL - Carrollton China Inc.
CARROLL-LUSTRE - Carroll J B & Co.
CARROLLTON STAINLESS STEEL WARE -
Carrollton Mfg. Co.
CARV-BEST - J. G. Mfg. Co.
CARV-RAK - David Sales & Mfg. Co.
CARVE-ETTE, CARVING AID - Gerity-Michigan
Corp.
CARVEL HALL - Briddell Inc., Charles D.
CASCADE - Newland Schneeloch & Pick Inc.
CAST IRON - Griswold Mfg. Co.
CASUAL - Canton Glass Co. Inc.
CATHEDRAL - Edwards & Co.
CATNAPPER - Sessions Clock Co.
CAVALIER - lawn sweepers; Lakeside Mfg. Inc.
CAVALIER - giftware; National Silver Co.
CAVALIER - steelware, stainless; Federal
Enameling & Stamping Co.
CAVALIER - Hamilton Import Corp.
CAVALIER - Richmond Broom Co.
CELEBRATE - Borgfeldt Corp., George
CELLUSPONGE - Schroeder & Tremayne Inc.
CENTER SINK - Norfolk Products Corp.
CENTURY - aluminum cooking utensils, enameled
ware; Enterprise Aluminum Co.
CENTURY - carpet sweepers; Bissell Carpet
Sweeper Co.
CENTURY - cast iron cookware; Birmingham Stove
& Range Co.
CENTURY - electric blankets and heating pads;
Northern Electric Co.
CENTURY - dinnerware; Salem China Co., The
CENTURY - electric washers; Haag Co.
CENTURY - lawn mowers; Eclipse Lawn Mower
Co.
CENTURY - Plastic Productions Co.
CERAM LINE - American Floor Machine Co.
CERAMEX - Pfaltzgraff Pottery Co.
CERTIFIED - New Monarch Machine & Stamping
Div. Western Tool & Stamping Co.
CESCO - Columbia Enameling & Stamping Co.
CHADWICK - Silvercraft Co. Inc.
CHAFFINE - Forman Family Inc.
CHALFONT - Ace Mfg. Co. Inc.
CHALLENGER - Bogen-Presto Div. The Siegler
Corp.
CHALLENGER - fans; Lau Blower Co., The
CHAM-O-SPUN MOP - Zephyr Mfg. Co.
CHAMIE-TEX - Milwaukee Dustless Brush Co.
CHAMPION - electric floor machine; Fay Co., The
CHAMPION - electric washers; Boss Washing
Machine Co., The
CHAMPION - fans; Lau Blower Co., The
CHAMPION - upright vacuum cleaner; Hamilton
Beach Co.
CHAMPION - Safe Padlock & Hardware Co. Sub.
The American Hardware Corp.
CHAMPION IRONS - Proctor Electric Co.
CHAMPION STABBER - Briddell Inc., Chas D.
CHANEY KITCHEN-AID - Thermometer Corp. of
America
CHANEY TRU-TEMP - Thermometer Corp. of
America
CHAR-GRILLE - Majestic Co. Inc., The
CHAR-KOLER - Big Boy Mfg. Co.
CHAR-LOG FIREPLACE HEATER - Char-Rock
Corp.
CHAR-ROCK BARBEQUE & HEATER - Char-
Rock Corp.
CHAR-ROCK FIREPLACE HEATER - Char-Rock
Corp.
CHARCO-BROILER - Manesco Inc.
CHARCOAL TIME - Stor-All Corp.
CHARM - Bissell Carpet Sweeper Co.
CHARMUTH - John Oster Mfg. Co.
CHEER LIGHTS - Aerolux Light Corp.
CHEERIO - Regal Ware Inc.
CHEESLICERS - Schneider Mfg. Co., C. J.
CHEF-AID - Mirro Aluminum Co.
CHEF AU RITZ - Moss Co. Inc. (Importer) S. I.
CHEF MASTER - Regal Ware Inc.
CHEF-O-MATIC - Century Enterprises Inc.
CHEF SHARP - Imperial Knife Associated
Companies Inc.
CHEF WARE - West Bend Aluminum Co.
CHEF-WAY - Wisconsin Aluminum Foundry
Co. Inc.
CHEFMASTER - Bloomfield Industries Inc.
CHEFMASTER GLEAM-WARE - Foster Aluminum Alloy
Products Corp.
CHEF'S BAR-B-Q - Hewitt Bros. Mfg. Co.
CHEFSTER - Knapp-Monarch Co.
CHEM-O-LET - Kohn Mfg. Co.
CHERRY PROVINCIAL - L-Co Cabinet Corp.

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

CHICAGOAN – Servel Inc.
CHIEF – Massasoit Co.
CHILD AIR – National Engineering & Mfg. Co.
CHILL-AIR – National Engineering Sales Div. The Steam-O-Matic Corp.
CHILL-ON'-ETER – Leonard Refrigerator Co.
CHILLIT – Gilley Inc.
CHILTON WARE – Aluminum Specialty Co.
CHO-PIN-TAINER – S & F Co.
CHOP-N-STOR – Parkway Plastics Inc.
CHOPA – Witt Mfg. Co.
CHRIS-CUT – Air Electric Machine Co. Inc.
CHRISSY – Ryssin Co., J. W.
CHRISTMAS – Educational Products Co.
CHROMALOX – Wiegand Co., Edwin L.
CHROME CRYSTAL – Gilley Inc.
CHROMEX CHROMEHEAT – Jiffy Electric Co.
CHROMTRIM – Werner Co. Inc., R. D.
CHRONOPAK – Miller Clock Co., Howard
CHRONOVOX – Rensie Watch Co.
CHUMMY PAL – Tricolator Co. Inc.
CINCINNATI TRUSS – Richbilt Mfg. Co.
CINDERELLA – Notion Accessories Mfrs.
CIRCLE – Harris Company Inc., L.
CIRCLE BRAND – Chicago Metallic Mfg. Co.
CIRCLE SINK – Norfolk Products Corp
CIRCULAIR – Kisco Co. Inc.
CITATION – Steubenville Pottery Co.
CLASSIC – gas ranges; Germer Stove Co.
CLASSIC – melmac dinnerware; Mallory Plastics Co.
CLASSIC – oven and refrigerator thermometer; Cooper Thermometer Co.
CLASSIC – Tennessee Fabricating Co.
CLASSIC BEAUTY – Loma Plastics Inc.
CLEAR-AIRE – Sin-Jin Industries
CLEAR-DRAIN – Sin-Jin Industries
CLIMAX – food and meat choppers; Landers Frary & Clark
CLIMAX – ladders; Goshen Mfg. Co.
CLIPPER – Bloomfield Industries Inc.
CLOBIN – Hall Products Inc.
CLORICK – Griscer Industries Inc.
CLOS-I-TIDY – Dennis Mitchell Industries
CLOSET TROLLEY ROD –Stuart Lerner Inc., M.
CLOTHES LINE REEL – Cordomatic Corp.
CLUB ALUMINUM HOLIDAY – Club Aluminum Products Co.
CLUB HAMMERCRAFT – Club Aluminum Product Co.
COBRA – Almart Inc.
COCK O' THE WALK – Tipp Novelty Co.
COFFEE-BREAK –Spaulding Industries
COFFEE KING – Dominion Electric Corp.
COFFEE MAID – Forman Family Inc.
COFFEE ROBOT – Farber Inc., S. W.
COFFEE-WELL – Dormeyer Corp.
COFFEEMASTER – Sunbeam Corp.
COFFEEMATIC – Landers, Frary & Clark
COIFFURETTE – General Mfg. Co.
COLD SHELF – Barkow Mfg. Co. Inc.
COLONIAL – Gordon Associates
COLONIAL HOMESTEAR – Royal China Co. Inc.
COLONIAL KITCHEN – Anchor Hocking Glass Corp.
COLOR CLAD – Moore Enameling & Mfg. Co.
COLOR CORDS – Pacific Electricord Co.
COLORAMA – Arch Lamp Mfg. Co
COLORAMA DRY-WRIGHT – Cartwright Industries Corp.
COLORAMA SEATS – Mayfair Seats
COLORAMIC – Ace Products Co.
COLORFAST – Western Wax Corp. Ltd.
COLORITE, DELUXE. REINFORCED, TRANSPARENT – Colorite Plastics of New Jersey Inc.
COLORITE TRIPLE TUBE SPRINKLE – Colorite Plastics of New Jersey Inc.
COLORLITE – Western Wax Corp. Ltd.
COLORVISION – Giftware Corp.
COLUMBIA – electric water heaters; National Steel Construction Co.
COLUMBIA – vacuum bottles and kits; Landers Frary & Clark
COLUMBUS – garden tools; Union Fork & Hoe Co.
COLUMBUS – gas ranges; Columbus Stove Co.
COMB-O-MATIC – Modern Carpet Sweeper Co.
COMET – Mirro Aluminum Co.
COMET – Propulsion Products Co.
COMET – hand sprayer; Hudson Mfg. Co., H. D.
COMET TILLERS – Propulsion Products Co.
COMFORT – Birmingham Stove & Range Co.
COMFORT – AIRE ® – Heater Controller Inc.
COMFORTEER – Herron Stove & Foundry Co.
COMFORTER – Inland Steel Products Co.
COMFORTMETER – Taylor Instrument Co.
COMFY AIRE – Losee Products Co.
COMMAND-AIR – Allen Mfg. Co.
COMMANDER – Lambert Inc.
COMMANDER – Loveland Broom Co.
COMMANDER – Zoss Ladder & Mfg. Co.
COMMERIALAIRE – Frigid Inc.
COMMONWEALTH – Voss Bros. Mfg. Co.
COMMUNITY SILVERPLATE – Oneida Silversmiths
COMMUNITY STAINLESS – Oneida Silversmiths
COMO-WARE – Como Plastics Inc.
COMPACT – vacuum cleaner; Interstate Engr. Corp.
COMPACT – water heaters; Handley-Brown Heater Co.
COMPACT BINS – Pantry Queen Products Inc.
COMPASS – Troy Sunshade Co.
COMPCO – Compco Corp.
CONCENTRATOR – Norge Div. Borg-Warner Corp.
CONCERT – Organ Corp. of America
CONCO – Conco Engineering Works Div. of H. D. Conkey & Co.
CONE STYLE – Mid-West Metal Product Co.
CONGRESS DRIVES – Tann Corp.
CONNECTICUT – Ingersoll Waterbury Co.
CONQUEROR – Modern Carpet Sweepers Inc.
CONQUEST – Harris Company Inc., L.
CONSERVERET – Bellaire Enamel Co.
CONSOLAIRE – Hammel Radiator Engineering Co.
CONSOLE – Crown Stove Works
CONTESSA KITCHENS – Coppes Inc.
CONTINENTAL – aluminumware; West Bend Aluminum Co.
CONTINENTAL – lawnsweeper; Lambert Inc.
CONTINENTAL – Ever-Wear Inc.
CONTOUR – Henderson Co.
CONTOUR MELMAC – Stetson China Co.
COOK-O-METER –Hanson Scale Co.
COOKEROO – Eclipse Metal Mfg. Corp.
COOKER SERVER – Rival Mfg. Co.
COOKETTE – Outdoor Oven Fireplace Co.
COOKIE KING – Northland Aluminum Products Inc.
COOKIE OF STORK CLUB – Fifth Avenue Bar Accessories
COOKMASTER – electric cookers; Naxon Utilities Corp.
COOKMASTER – utensils; National Aluminum Mfg. Corp.
COOKSBEST – West Bend Aluminum Co.
COOKWARE – Griswold Mfg. Co.
COOKWELL – Buckeye Aluminum Div. of Mardigian Corp.
COOL-CIRCLE-ATOR – Kisco Co. Inc.
COOL-R-HEATER – Metalaire Products Div.
COOL-r-PURIFIER – Metalaire Products Div. McGraw-Edison Co.
COOLAIR – American Coolair Corp.
COOLERATOR – Albion Div. McGraw-Edison Co.
COOLIE – Automotive Rubber
COOPERFOIL FILTER – Dornback Furnace & Foundry Co.
COORSITE – Coors Inc., H. F.
COPAL-POLY – Gulf & West Indies Co. Inc.
COPELAND – Copeland Refrigeration Corp.
COPPER-CLAD – Copper-Clad Malleable Range Co.
COPPER-CLAD – Revere Copper & Brass Inc.
COPPER-TINT – Anchor Hocking Glass Corp.
COPPER TOUCH – Rival Mfg. Co.
COPPERTONE – Republic Molding Corp.
COPPES NAPPANEE – Coppes Inc.
CORDON BLEU – Mardigan Corp.
CORINTHIAN – Limoges China Co.
CORN-QUEEN – Shawnee Potteries
CORNING – Corning Glass Works
CORONATION – Bissell Carpet Sweeper Co.
CORONATOR – Coroaire Heater Corp.
CORONET – electric appliances; Son-Chief Elec. Inc.
CORONET – enameled ware; Bellaire Enamel Co., The
CORONET – Borgfeldt Corp., George
CORONET – Hamilton-Skotch Corp.
CORONET – Herbert Corp., A B
CORONET – Iona Mfg Co. Inc., The
CORONET-WONDERFOLD – Norquist Product Inc.
CORONETE – Griscer Industries Inc.
CORONETT – Griscer Industries Inc.
COSCO – Hamilton Cosco Inc.
COTTON ZEEN – Zeen Chemical Corp.
COUNSELOR – Brearley Co.
COUNTERFLO – Electrend Products Corp.
COUNTRY AIRE – Lakewood Engineering and
COUNTRY BELLE – Guild Radio & TV Corp.
COUNTRY BOY – Roths Industries Inc.
COUNTRY CLUB – Magnolia Products Inc.
COQ ROUGE – Holt-Howard Associates
COUNTRY KITCHEN – Major Line Products Co. Inc.
COUNTRY SQUIRE – General Appliance Mfg. Co.
COVERED WAGON – George Henry Co.
COX SPRINKLERS – A D McBurney Co.
CRAFTSMASTER – Mor-Flo Heater Corp.
CRANSLEY – Gen-O-Craft Inc.
CRAX-EZY – Metal Products Engineering Inc.
CREAM KING WHIPPER – Kidde Mfg. Co. Inc.
CRESCENT – Gem Electric Mfg. Co. Inc.
CRESCENT – Walters Mfg. Co.
CRESCO – Columbian Enameling & Stamping Co. Inc.
CREST – Reliable Metal Products Co. Inc.
CREST-O-GOLD – Sabin China Co. Inc.
CRESTLINE – Cal-Dak Co. The Inc.
CRESTWOOD – Majestic Seat Co. Inc.
CRESTWOOD – Northern Electric Co.
CRESTWOOD CABINET – Mengel Wood Industries Inc.
CRITIC – Hudson Mfg. Co., H. D.
CROMWELL – Odin Stove Mfg. Co.
CROWN – coffee mills; Landers, Frary & Clark
CROWN – electric household appliances; Appliance Industries of America
CROWN – table infra-red broiler, rotisserie; Peerless Electric Co.
CROWN BRIC-TILE – Crown Tile Corp.
CROWN ENAMEL TONES – Crown Tile Corp
CROWN JEWEL – Schick Inc.
CROWN METAL TONES – Crown Tile Corp.
CROWN MODEL – Regina Corp.
CROWN SQUEEGEES – Ardmore Mfg. Co.
CRUCIBLE – Acme Shear Co.
CRUISER – Adler Mfg. Co.
CRUSADER – Lalance & Grosjean Mfg. Co.
CRYSTAL DUSTER – Chapin Mfg. Works Inc., R. E.
CRYSTAL ICE – Anchor Hocking Glass Corp.
CRYSTALENE – Blossom Mfg. Co. Inc.
CRYSTALIER – Duro-Lite Lamps Inc.
CRYSTALLITE – Boland Mfg. Co.
CRYSTO CLEER – Boland Mfg. Co.
CSM CORP – Central Stamping & Mfg. Co.
CUB – Wilhelm Co., A.
CUBE-ETTES – Eagle Roll Leaf Stamping Co.
CUDDLE UP – Sibert & Co. Inc.
CUE-CARTS – Atlanta Stove Works Inc.
CULINART – Semler, J. H.
CUMMINS – Oster Mfg. Co., John
CURITY – Kendall Co., The
CURRIER & IVES – Royal China Co. Inc.
CUTIES – Meyercord Co., The
CUTWELL – Acme Shear Co.
CYCLO MO – Cooper Mfg. Co.
CYCLONE – Cyclone Seeder Co., The
DA-NITE HOUSE NUMBERS – Kursh Products Inc.
DA-NITE LETTERS – Kursh Products Inc.
DACOR – Barneby Cheney
DAFFINAIRE – Herrmidifier Co. Inc.
D-FLEKT-O – Artmoore Co.
DAHER DECORATED WARE – Daher Co. Inc.
DAINTY CHEF – Moore Enameling & Mfg. Co.
DAINTY WHIRL – Turner & Seymour Mfg. Co.
DAIRY-MAID – Losee Products Co.
DAISY – Schacht Rubber Mfg. Co. Inc.

Trade Names

DAISY – Troike Sales
DANDY – Richmond Broom Co.
DANDY LINE – Brush Pottery Co.
DANNY WILSON-CHROMEWARE – Wilson Specialties Co. Inc.
DARIEN – Westinghouse Dinnerware Department
DAVIS – National Sewing Machine Co.
DAVOR ORIGINALS – Davar Products Inc.
DAYBREAK – Waterbury Co.
DAYLIGHT – Howes Co., S. M.
DAZEE – Hallmark Inds. Corp.
DAZEY – Landers Frary & Clark
DE-FROST-IT – Paragon Electric Co.
DE-LINTER – Alwin Products
DE-MOIST – Coughlan Co., G. N.
DEARBORN-AIRE – Dearborn Stove Co.
DEATH-O-FLY – Electric Fly Screen Co.
DEATH-RAY – Detjen Corp. Electrocuting Fly Screen Division
DEBON AIRE – Stiglitz Corp.
DEBONAIRE – Kenro Corp.
DEBUTANTE – Dormeyer Corp
DECOR AWOOD – Multi Products Inc.
DECOR HANDCRAFTED GLASS – Douglas & Co. Inc., David
DECORANGE – Sunray Stove Co.
DECOWARE – Continental Can Co. Inc.
DECRELON – Acme Awning & Tent Co.
DEE LUX DESIGNS – Dee Mfg. Corp.
DEEP-CLEAN – Hamilton Beach Co.
DEEP-DISH – Esquire Chemical Co. Div. of Frank Curran Co., J.
DEEPFREEZE – Amana Refrigeration Inc.
DEFENDER – Haag Co.
DEFIANCE – aluminumware; Mirro Aluminum Co.
DEFIANCE – lawn mowers; Yardman Inc.
DEFROST KING & DEFROST MASTER – Herold Products Co.
DELPHOS – Delphos Mfg. Co.
DELTA – Bouras Mop Mfg. Co.
DELUX MELMAC ® – Kenro Corp.
DeLUX OSTRICH – Hoag Duster Co.
DELUXE – aluminumware; West Bend Aluminum Co.
DELUXE – Can opener; Dazey Corp.
DELUXE – hair dryers; Master Appliance Mfg. Co.
DELUXE – irons, fans, broilers; Century Product Works Inc.
DELUXE – kitchen utensils, household cleaver; Briddell Charles Inc., D.
DELUXE – Schlueter Mfg. Co.
DELUXE – Sterling Rubber Products Co. Inc.
DeLUXE RANGER – Economy Electric Lantern Co.
DELUXE KLEENCUT – Acme Shear Co., The
DELUXE SLICER – Eversharp Food Slicing
DELUXE-STRAIGHT AIR – Eureka-Williams Corp. Machine Co. Inc.
DELUXE SUPER WHIRL – Turner & Seymour Mfg. Co., The
DEM-KOTE – Dayton Electric Mfg. Co.
DEMCO – Dayton Electric Mfg. Co.
DESERT GOLD – Anchor Hocking Glass Corp.
DESIGNS FOR CASUAL LIVING – Krischer Metal Products Company
DESKMASTER DESK LAMP – Eagle Electric Mfg. Co. Inc.
DETACHABLE HOSE REEL – Specialty Mfg. Co., The
DETROIT JEWEL – Welbilt Corp.
DeVILLE – Harben Co.
DEW BOY SPONGE – Hopkins Mfg. Co.
DIAMOND – Colorite Plastics Inc.
DIAMOND B – Wright-Bernet Inc.
DIANA 24 – Youngstown Kitchens
DICKSON – American Import Co., The
DIMENSIONAL KITCHENS – Raygold Industries
DINA-TRAY – Como Plastics Inc.
DINAH WARE – Nosco Plastics
DINE-A-MIKE – Eprad Inc.
DINER-MITE – Sexton Can Co. Inc.
DINERS – Mardigan Corp.
DIRECT READING TYMETER – Pennwood Numechron Co.
DIRT-CHASER – National Brush Co.
DISCOFELT – Roberts Colonial House Inc.
DISCUTTER – Swing-A-Way Mfg. Co.
DISH-QUIK – Wrightway Engineering Co.
DISPOSALL – General Electric Co.
DIXIE – Clo-Bin Inc.
DIXIE – Reeves Steel & Mfg. Co. Div. of Empire-Reeves Steel Corp.
DIXIE – Rich Inc., Howard B.
DIXIE – Southland Mower Co. Inc.
DIXIE BELLE – Knoxville Mop & Broom Works
DO-ALL – Horton Mfg. Co.
DO-IT-SHOP – John Oster Mfg. Co.
DOLLY MADISON – Porter Corp., J. E.
DOLLY MADISON – Lasko Metal Co.
DOMESTIC – White Sewing Machine Corp.
DONWOOD – Sierra Electric Corp.
DOODLE BUG – Aviation Distributors Inc.
DOOR 'N WALL – S A Hirsh Mfg. Co.
DORCHESTER – General Electric Co.
DORMEYER POWER-CHEF – Dormeyer Corp.
DORZEL STAINLESS – John Hull Cutlers Corp.
DOTTIE – Miracloth Sales Chicopee Mfg. Corp.
DOUBL-ACTION – Corcoran Mfg. Co.
DOUBL-GLO – Paper Novelty Mfg. Co.
DOUBLE DUTY – Ballonoff Metal Products Co.
DOUGLAS FLAMEPROOF – Douglas & Co. Inc., David
DOWN BOY CLIPS – Ace Mfg. Co. Inc.
DOWNIE BRUSH – Tri-Products Co.
DRAIN-MASTER – Artcraft Wire Works
DRAINETTE – Metal Products Engineering Inc.
DRAYP TOWEL BAR – Ganz Co., A. J.
DRAYPE TOWEL HOLDERS – Ganz Co., A. J.
DREIZACKWERK – Moss Co. Inc. (Importer) S. I.
DRESSMASTER – White Sewing Machine Corp.
DRI-AIR CHEMICAL AIR DRYER – Dwymar Co.
DRI-BAR – Corcoran Mfg. Co.
DRI MAID – Wisconsin Housewares Co.
DRINKMASTER – Hamilton Beach Div. of Scovill Mfg. Co.
DRIP-O-LATOR – Enterprise Aluminum Co.
DRIP-TOP – Lisk-Savory Corp.
DRIPETTE – West Bend Aluminum Co.
DRIPMASTER – Leyse Aluminum Co.
DRU-WARE – Evans International Inc.
DRY-A-TEER – Dennis Mitchell Industries
DRY CUBE – Inland Mfg. Co. Div of General Motors Corp.
DRY GLOSS – Gold Star Polish Mfg. Co. Inc.
DRYETTE – Phillips Mfg. Co. Inc.
DU-ALL – ironing machines; Horton Mfg. Co.
DU-ALL – sandwich toaster; Forestek Plating & Mfg. Co.
DUAL ARC – Platt & Co., Arthur L.
DUAL-BLOWER – Broan Mfg. Co.
DUAL ELECTRONIC – Dazey Corp.
DUAL-LATOR – Forman Family Inc.
DUAL-TEMP – Admiral Corp.
DU MONT – Du Mont Emerson Corp.
DU-MOP – Bouras Mop Mfg. Co.
DU WEL – Electro Engineering Prods. Co. Inc.
DUBL-UP – Amos Molded Plastic Co.
DUCHESS – Aeronca Mfg. Corp.,
DUCHESS – home laundry; Dexter Div. Philco Corp.
DUCKSTER BRAND – Plastic Fabricators Inc.
DUDE RANGE – Harben Inc.
DUET – American Sponge & Chamois Co. Inc.
DUFLEX – Inland Mfg. Co.
DUN-MOR – Duncan-Morris Co.
DUNCAN – Milwaukee Stamping Co.
DUNCAN HINES – food & vegetable cutter; Foodco Appliance Corp.
DUNCAN HINES – barbeque tools; Williams Cutlery Inc.
DUNCAN HINES – cooking thermometer; Thermometer Corp. of America Products Div.
DUNCAN HINES – iron core stainless cookware; Stainless Ware Co. of America
DUNCAN HINES – aluminum and stainless steel cookware; Regal Ware Inc.
DUNCAN HINES – Hines-Park Foods Inc.
DUNK'S – American Display Co.
DUNMORE – Wisconsin Electric Co.
DUO-CHEF – Merit-Made Inc.
DUO-DUSTIN – Munising Paper Co.
DUO-GYROVANE – Dual-Air Fan Co.
DUO-KRUSH – Bridgeport Castings Co.
DUO-THERM – Motor Wheel Corp. Consumer Div.
DUOPAC – Day & Night Mfg. Co.
DUOTROL – Borg-Warner Corp. Norge Div.
DURA-FLAIR – Curtis Companies Inc.
DURA-WARE – Spun Aluminum Products Corp.
DURA-WEAVE – U S Cocoa Mat Corp.
DURABILT – Waring Products Corp.
DURABLE WELCOME MAT – Ideal Rubber Prods. Co.
DURABRITE – Westland Plastics Inc.
DURACLAD – Smith Corp., A. O.
DURALUX – Mardigan Corp.
DURAPLAST – Estey Sales Co.
DUREX – Richbilt Mfg. Co.
DURO SAN – Stainless Metals Inc.
DURO WARE – Bellaire Enamel Co., The
DUROLAST – Modern Space Master Product Inc.
DUST-GO – Gold Star Polish Mfg. Co. Inc.
DUSTETTE – Hoover Co.
DUSTO-MATIC – A I D Inc.
DUSTRONIC – Radex Corp.
DUVAL – Dunrod Appliance Corp.
DUZ-ALL – David Sales & Mfg. Co.
DUZ IT ALL – Modglin Co. Inc.
DYNA-AIRE – C & H Air Conditioning Fan Co. Inc.
DYNA-MAGIC – Lakewood Engineering and Mfg. Co.
DYNA-MOW – Aircapitol Mfg. Co. Inc.
DYNACYL – Jacobsen Mfg. Co.
DYNO-MITE – Millers Falls Co.
DYSART GLAZE – Wedgwood & Sons Inc., Josiah
E Z CRYSTAL – Glazing Products Corp.
E-Z-FLIP – Merit-Made Inc.
E-Z-GROOM – Standard Vacuum Cleaner Mfg. Co.
E-Z OUT – Burton Mfg. Co.
E Z PLASTIC – Glazing Products Corp.
E-Z REACH CLOTHES-PIN BAG – Miller R A Inds. Inc.
E-Z SERV – Replogle Globes Inc.
E Z STEEL – Glazing Products Corp.
E-Z-V – Lynch-Jamentz Co.
EAGLE – Carpet sweeper; Adler Mfg. Co.
EAGLE – Admiral Plastic Corp.
EAGLE – Brushes; Ox Fibre Brush Co. Inc.
EAGLE – Brooms; Richmond Broom Co.
EAGLE – fruit & veg. slicer, clothes line reel, butter cutter; Eagle Tool & Machine Co. Inc.
EAGLE-EYE – Justrite Mfg. Co.
EAGLE, WM. ROGERS, STAR – International Silver Co.
E. PARKER SHEFFIELD – Lifetime Cutlery Corp.
EARLE SPECIAL – North Wayne Tool & Die Co.
EARLY AMERICAN – Anchor Hocking Glass Corp.
EARLY AMERICAN – Griswold Mfg. Co.
EARLY AMERICAN – Troy Sunshade Co.
EARTHENWARE – Franciscan Dinnerware
EASY CUBE – Inland Mfg. Co.
EASY-DOES-IT – Hewitt Bros. Mfg. Co.
EASY EMPTYING GRASS CATCH – Specialty Mfg. Co., The
EASY FLO – Regal Ware Inc.
EASY PINKER – Boker & Co. Inc., H
EASY-OUT – White Metal Rolling & Stamping Corp.
EASY-WAY CLOTHESPIN BAGS – Crown Mfg. Co.
EASYCLEAN – Weiss & Klau
EASYGLIDE – Porter Carpet Sweeper Co.
EBON-WARE – Dor-File Mfg. Co.
EBONETTES – Pioneer Rubber Co.
ECLIPSE – Eclipse Metal Mfg. Co.
ECLIPSE – hand sprayer; Hudson Mfg. Co., H. D.
ECOLITE – Economy Electric Lantern Co.
ECONO LINE – St. Charles Mfg. Co.
ECONOMASTER – Ranney Refrigerator Co.
ECONOMIZER – Johnson Products Co.
ECONOMY – brooms; Eagle Broom Works
ECONOMY – cooking utensils; Bremer Co., W. S.
ECONOMY – door chimes; Edwards & Co.
ECONOMY – electric cookers; Excel Mfg. Corp.
ECONOMY – kitchens cabinets; Farley & Loetscher Mfg Co.
ECONOMY – stepladder, ironing board; Larson Ladder Co.
ECONOMY – ranges; Comstock-Castle Stove Co.

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

ECONOMY - vacuum ware; Aladdin Industries Inc.
ECONOMY - Bremer Co., W. S.
ECONOMY - Modglin Co. Inc.
ECTROWARE - Electroware Corp.
EDGE N TRIM - Cooper Mfg. Co.
EDGEMASTER - Swing-A-Way Mfg. Co.
EDISON TROPIC-AIRE - Albion Div. McGraw-Edison Co.
EDLUND TU-WAY - Edlund Co.
EFSCO - Electric Fly Screen Co. Inc.
EHG - Anton Mfg. Co.
EJECTO-CUBE - Inland Mfg. Co.
EKCO-AUTOYRE - Ekco Products Co.
EKCOLOY - Ekco Products Co.
EKTACOM - Fisher Berkeley Corp.
EL DORADO - Remington Corp.
EL JAY - Jackson Mfg. Co. Inc., W. L.
EL LUNAR - Sessions Clock Co.
ELASTO MOP - Zephyr Mfg. Co.
ELBERT - Schaefer & Son, Charles
ELEC-TRIVET - Paragon Electric Co.
ELECORD - Pacific Electricord Co.
ELECTRA-CAL - Calcinator Corp.
ELECTRA TILE - Automatic Controls Corp.
ELECTRAHOT - Dominion Electric Corp.
ELECTRIC SUNSHINE - Johnson Paul E Mfgs.
ELECTRIC TRAVERSE ROD - Kenney Mfg. Co.
ELECTRIKBROOM - Regina Corp.
ELECTRIQUEEN; ELECTRIMAID - Dormeyer Corp.
ELECTRO - Electro Engineering Prods. Co. Inc.
ELECTRO-BAR - Gibson Refrigerator Co.
ELECTRO-BREW - Coleman Inc.
ELECTRO-DRAIN - Morton Mfg. Co.
ELECTRO HYGIENE - Royal Appliance Mfg. Co.
ELECTRO-KLEAN - American Air Filter Co. Inc.
ELECTRO-MAT - Peterson Rubber Mat Co.
ELECTRO-MATIC - Permutit Water Conditioning Inc.
ELECTRO-SAFE - Voss Bros. Mfg. Co.
ELECTRO SERVER - Cornwall Corp.
ELECTRO-SHEET - Seamless Rubber Co.
ELECTRO-SPEED - Westinghouse Electric Corp.
ELECTRO SWEEP - Davis Mfg. Co.
ELECTRO-WARMTH - Patented Products Corp.
ELECTRO WAY - Ward Mfg. Co.
ELECTROMIX - Dorby Co.
ELECTRONIC FACIALS - Fischer & Co., R. A.
ELECTROVAC - Landers, Frary & Clark
ELEGANCE - aluminum cookware; Regal Ware Inc.
ELEGANCE - horticultural artware; Shawnee Potteries
ELEGANCE - housewares; Kromex Corp.
ELEGANCE PANTRYWARE - Kromex Corp.
ELITE - carpet sweepers; Bissell Carpet Sweeper Co.
ELITE - salt & pepper shakers; Owens-Illinois Glass Co.
ELITE - step-on cans; Stuber & Kuck Co.
ELLWOOD RUSTICWARE - Ellenville Wood Novelty Co. Inc.
ELPORT TARNISH-RESISTANT SILVER - Eisenberg-Lozano Inc.
EMBASSY - Newland Schneeloch & Pick Inc.
EMBER-GLO - Firelogs Inc.
EMBER-GLO FIRELOGS - Firelogs Inc.
EMBLEM - Caloric Stove Corp.
EMELCO - Setwell Co.
EMERALD - Horton Mfg. Co.
EMERALD CORD - Goodyear Tire & Rubber Co.
EMERSON - Du Mont Emerson Corp.
EMERSON IONATOR - Du Mont Emerson Corp.
EMERSON-PRYNE - Emerson Electric Mfg. Co., The
EMOC-TAINERS - Emco Porcelain Enamel Co.
EMPCO - Metal Ware Corp.
EMPEE - Metal Prod. Mfg. Co.
EMPEX - Empire-Amerex Products Corp.
EMPIRE - electrical appliances, percolators, electric lanterns; Metal Ware Copr., The
EMPIRE - electric housewares & kitchen tools; Amerex Products Corp.
EMPIRE - hand garden tools; Voos Co., The
EMPRESS - Landers, Frary & Clark
EMSON - Mishan & Sons E.
EMTONE - Mishan & Sons E.
ENAMELART - Moore Enameling & Mfg. Co.
ENAMELED WARE - Lisk-Savory Corp.
ENCORE - Welmaid Products Inc.
ENDURA - Harris Company Inc., L
ENDURO - Knapp-Monarch Co.
ENGLISH TIP STAINLESS FLASK - Eisenberg-Lozano Inc
ENTERPRISE - aluminum cooking utensils; Enterprise Aluminum Co.
ENTERPRISE - choppers, grinders, coffee mills, extractors; Silex Co., The
ENTERPRISE OUTDOOR COOK - Phillips & Buttorff Corp .
EPIC - Viking Glass Co.
EPICURE - Walker-Pratt Mfg. Co.
EQUALITY - Acme Rubber Mfg. Co.
EQUI-THERMAL - Welbilt Stove Co. Inc.
ERIE CORD - Continental Rubber Works
ESKIMO - McGraw-Edison Co. Bersted Mfg. Div.
ESKIMO - ice cream freezers; Porter Corp., J. E.
ESQUIRE BAR LINE - Bar & Barbeque
ESSEX - Buegeleisen & Jacobson Inc.
ESSICK - Essick Mfg. Co.
ESTEE - Taylor Instrument Co.
ETI-KET - Curran Co., Frank J.
EVABRITE - Bache (Semon) & Co.
EVALAST - Bache (Semon) & Co.
EVE-N-BAKE - Watt Pottery Co.
EVER HOT DELUXE - Ever Hot Heater Co.
EVEN-LINE - Rotary Clothes Dryer Co. Inc.
EVER-KUT - Acme Shear Co., The
EVER-LITE - Kupfer Julius Inc.
EVER-READY CLOTHES DRYER - Eclipse Metal Mfg. Corp.
EVERCOLD - Harder Refrigerator Co.
EVEREADY - Union Carbide Consumer Products Co.
EVERHANDY - Nagler Mfg. Corp.
EVERHOT - McGraw-Edison Co. Bersted Mfg. Div.
EVERNU - Mid-States Rubber Products Inc.
EVERPINK - Acme Shear Co., The
EVERSHARP - can opener; Magic Hostess Corp.
EVERSHARP - food slicer; Eversharp Food Slicing Machine Co. Inc.
EVERSHARP - hand & power lawn mowers; Midwest Mower Corp.
EVERSHARP - shears & scissors; Acme Shear Co.
EVERSHARPE KNIFE SHARPENERS - Voos Co.
EXCEL - Cleveland Heater Co., The
EXCELL-O-ROD - Acme Electric Heating Co.
EXCELLO - Excello Baby Plate Co.
EXCELLO - Fashioncraft Products
EXCELLO - Bremer Co., W. S.
EXCELLO - Thermo Fashion Corp.
EXCELLO - mowers; Heineke & Company Inc.
EXCELSIOR - Northwest Plastics Inc.
EXTINGLO - Wolverine Household Products Inc.
EYE SAVING - Westinghouse Lamp Div. Westinghouse Electric Corp.
EYEFUL - Stuart Lerner Inc., M.
EZE - Herman's Novelty Mfg. Co.
FABRIC MASTER - Omar Appliance Mfg. Co.
FABULOUS FOLD-N'-ROL CART - Cartwright Industries Corp.
FAFARD - Farard Conrad Inc.
FAHRENHEITOR - Chemex Corp.
FAIRY - Leiner George & Co., S.
FAIRY FULVUE - All-Styles Hanger Co. Inc., The
FALCON - Jackes-Evans Mfg. Co.
FAMACRAFT - Fama Mfg. Co. Inc.
FAMILY CHINA - Franciscan Dinnerware
FAMOUS - Goshen Churn & Ladder Inc.
FAMOUS-CHEF - Enterprise Aluminum Co.
FAN-GLO - Markel Electric Products Inc.
FANON-FONE - Fanon Electronic Industries Inc.
FARBERWARE - Farber Inc., S. W.
FARLITE - Farley & Loetschler Mfg. Co.
FARLWOOD - Farley & Loetscher Mfg. Co.
FARM-ETTE - Tom Moore Tractor Inc.
FARM & RANCH ROTARY - Lazy Boy Lawn Mower Co. Inc.
FASHIONCRAFT - Excello Baby Plate Co.
FASHIONWOOD - Curtis Companies Inc.
FAST CUTTER - Atlas Tool & Mfg. Co.
FASTGUN - Hudson Mfg. Co., H. D.
FASTWIN - Haag Co.
FAULTLESS DINNETTES - Wood-Craft Mfg. Inc.
FAVORITE - garden hose; Acme Rubber Mfg. Co.
FAVORITE - Deshler Broom Factory Inc., The
FAYN-US - A K Electric Corp.
FEATHER-FLEX - Better Monkey Grip Co.
FEATHER-TIP BROOMS - Hamburg Broom Works Mfg. Co.
FEATHER WARM - Bobrich Products Corp.
FEATHERWAY - Ataco Steel Products Co.
FEATHERWEIGHT - Goodrich Co., B. F., The
FEDERAL - Loveland Broom Co.
FEDERALWARE - Federal Enameling & Stamping Co.
FEEMSTER'S FAMOUS - Feemster Co., W. R.
FESTIVAL - Federal Enameling & Stamping Co.
FIBER GLASS - Troy Sunshade Co.
FIBRCAN - Plycraft Corp.
FIESTA - Hasty Bake Mfg. Co. Inc.
FIESTA - Laughlin China Co., Homer
FIFTH AVENUE - Fifth Avenue Bar Accessories
54 RANCH HOUSE - Patent Novelty Co.
FIJI-FLARES - Empire Mfg. Co.
FILE-A-WAY - Litho Metal Products Co.
FILIGREE - Wolff Products Co.
FILTER-FLO - General Electric Co.
FILTER QUEEN - Health-Mor Inc.
FILTERJET - Chemex Corp.
FINGER GRIP CLIPS - Platt & Co., Arthur I.
FIRE-KING - Anchor Hocking Glass Corp.
FIRE-O-RAMIC - Firelogs Inc.
FIREBIRD - Sayres Crest Inc.
FIRELITER - Magic Hostess Corp.
FIRESIDE - Amsterdam Broom Co.
FIT-ALL - Eagle Elec. Mfg. Co. Inc.
FITS-ALL - Herman's Novelty Mfg. Co.
FITWELL - Birnbaum C Ltd.
FIVE STAR - Federal Enameling & Stamping Co.
FLAIRWOOD - Curtis Companies Inc.
FLAMBOWARE - Flambeau Plastics Corp.
FLAME - Guard All Chemical Co. Inc.
FLAME EDGE - Robeson Cutlery Co. Inc.
FLAME LOGS - Rustic Crafts Co. Inc., The
FLAMEGLAS - Wilbur Curtis Co.
FLAMESCENT - Duro-Lite Lamps Inc.
FLAMESMASTER - Master Specialty Products Mfg. Co.
FLAV-R-BAKE - Watt Pottery Co.
FLAVO-MATIC - West Bend Company, The
FLAVO-SEAL - West Bend Aluminum Co.
FLAVOR-CROCK - Naxon Utilities Corp.
FLAVOR-DRIP - West Bend Aluminum Co.
FLEETWOOD - Washington Forge Inc.
FLEETWOOD - Trans-World Industries
FLEX-BEAM - Union Fork & Hoe Co., The
FLEXALUM - Acme Awning & Tent Co.
FLEXARM - Art Specialty Co
FLEX-SEAL - Vischer Products Co.
FLEXIE - Tremax Industries Inc.
FLEXO - Art Specialty Co.
FLEXO GRID; FLEXO TRAY - General Motors Corp. Inland Mfg. Div.
FLICKER FLAMES - Aerolux Light Corp.
FLIGHT - Bissell Carpet Sweeper Co.
FLIK-UP - Leiner George & Co., S.
FLINT - Ekco-Flint Div.
FLINTSTONE - Lisk-Savory Corp.
FLIP OUT - General Motors Corp. Inland Mfg. Div.
FLIP SEAL - Rodale Mfg. Co.
FLIP-UP - Cahil Mfg. Co.
FLIPFLOP - Rutenber Electric Co.
FLO-PAC - Pacific Coast Brush Co.
FLO-REX - Palmetto Brush & Whisk Div. Wootton Fibre Co.
FLO-TEX - Covermaster Mfg. Co.
FLOOR BUTLER - Modern Space Master Products Inc.
FLOOR-KING - American Floor Machine Co.
FLOOR KING - Moran Brush Mfg. Co. Inc.
FLOOR MASTER - Johnson Products Co.
FLOOR QUEEN - Johnson Products Co.
FLOORCRAFTER - Cactus Mat & Patch Mfg. Co.
FLORENCE BY PROLON - Prolon Plastics Div. Prophylactic Brush Co.
FLORIDIAN - Saxony Electronics Inc.
FLOWER LIGHTS - Aerolux Light Corp.
FOAMRUN - Prepac Inc.

Trade Names

FOG - Hudson Mfg. Co., H. D.
FOLBRATE - Follows & Bate Ltd.
FOLBATE MOWERS - Al Middleman
FOLD-A-WAY - Hurley Machine Co.
FOLD-A-WEIGHT SCALES - Borg-Erickson Corp.
FOLD-AWAY BUFFET - Karoff Originals Ltd.
FOLDRIER - Frantz Electric Industries Inc.
FONOVOX - Videola-Erie Corp.
FOOD CRAFTER - Westinghouse Electric Corp.
FOOD-JUG - Knapp-Monarch Co.
FOODMASTER - electric mixers; Forman Family Inc.
FOODMASTER - food & vegetable cutter; Kitchen Quip Inc. Foodco Appliance Div.
FOODSMITH BY SHETLAND - Shetland Co. Inc. The
FOOT-EZE - Profile Inc.
FORECAST - Plastic Film Products Corp.
FORECASTER ORIGINALS - Clover Lamp Co. Inc.
FOREST GREEN - Anchor Hocking Glass Corp.
FORESTER - H K Porter Inc.
FORGECRAFT - Washington Forge Inc.
FORMAL COASTERS - Aviation Distributors Inc.
FORMAN-WARE - Forman Family Inc.
FOSTORIA - McGraw-Edison Co. Bersted Mfg. Div.
FOUR SEASONS - Salmanson & Co. Inc.
4 WAY - Extension Drawer Support Co.
FOXCRAFT - Fox Products Co.
FRAIM - Safe Padlock & Hardware Co. Sub. The American Hardware Corp.
FRAM - Fram Aire Corp. Div.
FRANCES T BARRE - Irmischer A & P Co.
FRANCISCAN HERMOSA - Franciscan Dinnerware
FRANKLIN - Franklin Bernard Co.
FREE FLO - Wickford Products Inc.
FREEZ FUN - Aluminum Hardwares Inc.
FREEZ-R-WARE - Tri-State Plastic Molding Co.
FREEZER-TRAY - Howes Co., S. M.
FREEZETTE - Republic Molding Corp.
FREEZETTES - Republic Molding Corp.
FREEZ'R LOCKER - Gibson Refrigerator Co.
FREMONT - Gilbert Clock Corp., William L.
FRESH-AIR MAKER - Schwitzer-Cummins Co.
FRESH O LATOR - Enterprise Aluminum Co.
FRESHIE - Anchor Hocking Glass Co.
FREZO - Peerless Freezer Co.
FRI BEST - Bellaire Enamel Co.
FRI-WELL - Dormeyer Corp.
FRIAR - Hamilton Import Corp.
FRIARS FRIEND - Lodge Mfg. Co.
FRIDGETTE - Uropa-International Inc.
FRIG-I-TOR - Kromex Industries
FROST-GUARD - General Electric Co.
FROST KILLER - Tappan Stove Co.
FROST KING - Richmond Cedar Works Mfg. Corp.
FROSTAIR - General Tire & Rubber Co. Frostair Div.
FROSTMAKER - Carrier Corp.
FROSTY - Owens-Illinois Glass Co.
FROZEN HEAT - Robeson Cutlery Co. Inc.
FRYALL - Du-Wal Inc.
FRYBEST - Graham Electro Mfg. Co.
FRYMASTER - Naxon Utilities Corp .
FRYPAN TRIVET - McCormick Mfg. Co. Inc.
FRYRYTE - NESCO Industries Inc.
FULCRUMATIC - Artmoore Co.
FULL-VIEW - Endicott-Seymour of Ann Arbor
FULL-X-TEND - Diack Co., A. Geo.
FUM-O-DOR - All-Rite Co.
FUN SHOWER - Wilson Plastics Inc.
FUNGITRON - Selectronair Inc.
FUTURA - bathroom scale; Brearley Co., The
FUTURA - fluted dinnerware coupe shape; Stetson China Co.
FUTURA - stainless steel cookware; West Bend Aluminum Co.
FUTURA - Affiliated Mfgrs.
FUTURA - Canton Glass Co. Inc.
FUTURUS TILE - Sterling Rubber Products Co. Inc.
GABIS STAINLESS STEEL - Eisenberg-Lozano Inc.
GAIL-A-WARE - Gailstyn Co.
GAIL-CRAFT - Gailstyn Co.
GALAXY - decorated ovenware in brass warmer serving frame, Thatcher Glass Mfg. Co.
GALAXY - mail boxes; General Metals Corp. Village Backsmith Div.
GALVANIZED WARE - Lisk-Savory Corp
G. P. & F. - Geuder, Paeschke & Frey Co.
GARB-O-FLAKES - Surco Products Inc.
GARDEN AID - Aluminum Hardwares Inc.
GARDEN CLIPPER - Acme Shear Co.
GARDEN CLUB - Beagle Mfg. Co.
GARDEN COV'R - Gering Plastics Div. Studebaker-Packard Corp
GARDEN FANTASY - Koppoware Products Co.
GARDEN-LITE - American Biltrite Rubber Co.
GARDEN PRIDE - Southland Mower Co. Inc.
GARDEN QUEEN - Gering Products Inc.
GARDEN SUPPLY - Kent Plastics Inc.
GARDEN TRAC - Homelite Div. Textron Inc.
GARDENMATE - Colorite Plastics Inc.
GAY BATHER - Aviation Distributors Inc.
GAY-MAID - Ohio Wire Products Co. Inc.
GEM - Richbilt Mfg. Co.
GEMCO - General Mower Corp.
GEMLITE - Gem Electric Mfg. Co. Inc.
GEM-GLO - Reliable Metal Products Co. Inc.
GENERAL - General Floorcraft Inc.
GENIE - Wagner Mfg. Co., E. R.
GENII - Iro Mfg. Corp.
GENOA - Falls Products Inc.
GENSICO STAINLESS - John Hull Cutlers Corp.
GENTRY PEWTER - Eisenberg-Lozano Inc.
GENTRY STAINLESS STEEL - Eisenberg-Lozano Inc.
GIANT - Amsterdam Broom Co.
GIBSON JR. - Brammer Mfg. Co.
GIGI - Bloomfield Industries Inc.
GILBERT 1807 - Gilbert Clock Corp., Wm. L.
GILCHRIST - Hamilton Beach Mfg. Co.
GILHOOLIE THE MIGHTY MUSCLE - Riswell Inc.
GILT EDGE - Pioneer Broom Co. Inc.
GINGER BREAD BIN - Guild Radio & TV Corp.
GLAMA-WARE - Vermont Plastics Inc.
GLAMOR MAID - Lilee Products Inc.
GLAMOUR GARD - Brookville Glove Co.
GLAMOUR 'OUR - N F C Engineering Co.
GLASBAKE - Thatcher Glass Mfg. Co. McKee Glass Div.
GLASSHEAT - Continental Radiant Glass Heating Corp.
GLASSTEX - Moore Enameling & Mfg. Co.
GLASWELD - Federal Enameling & Stamping Co.
GLEN-CORT - Cortland Furniture Co. Inc.
GLENDALE - King Refrigerator Corp.
GLENWOOD - Glenwood Range Co.
GLIDE-OUT SHELVES - Dormetco Inc.
GLIDER - Toledo Stamping & Mfg. Co.
GLITTERTWIST - Union Novelty Co.
GLO-O-SUN - Wabash Appliance Corp.
GLO-WEL - Welsbach Co.
GLOBELITE - Duro-Lite Lamps Inc.
GLOBETROTTER - Schick Inc.
GLOCOIL - Eagle Elec. Mfg. Co.
GLOLITE - Pennwood Numechron Co.
GLOLOGS - Strait & Richards Inc.
GLORETTE - Glorette
GLORIA - Gordon Associates
GLOSS EZE - Howard Housewares
GLOW CONE - Proctor Electric Co.
GLT PREMIUM - Great Lakes Tractor Co., The
GM-DELCO - Delco Appliance Div.
GODDARDS - Manufacturer's Marketing Co.
GOLD BAND - Mirro Aluminum Co.
GOLD BOND - Amsterdam Broom Co.
GOLD LABEL - Sherman Mfg. Co., H. B.
GOLD MEDAL - Maus Inc., George H. (Importers)
GOLD-M-BAKE - Watt Pottery Co.
GOLD-FLEX - Supplex Corp. Div. of American Hard Rubber Co.
GOLD-M-PERK - LaBelle Silver Co. Inc.
GOLD SEAL - Dalton Mfg. Co.
GOLD STANDARD - Endicott-Seymour of Ann Arbor
GOLD TEST - Louis Goldey Co. Inc.
GOLDEN - Eastern Metal Prod. Co.
GOLDEN ANNIVERSARY - Anchor Hocking Glass Corp.
GOLDEN BOWL - Hurley Machine Co.
GOLDEN CREST - Republic Molding Corp.
GOLDEN GEM - Loveland Broom Co.
GOLDEN-GLO -Chicago Metallic Mfg. Co.
GOLDEN HOTSHOT - Eprad Inc.
GOLDEN RAM - Bouras Mop Mfg. Co.
GOLDSTREAK - General Mower Corp.
GOLFMASTER - Toro Mfg. Corp.
GOOD HEALTH - Griswold Mfg. Co.
GOOD LUCK PATIO BELLS - Wagner Specialty Co.
GOODY BIN -Lincoln Metal Produce
GORDON - Gordon Associates
GOSHEN - Goshen Mfg. Co. Inc., The
GOURMET - Pfaltzgraff Pottery Co. , The
GOURMET CARVERS - Robeson Cutlery Co. Inc.
GOURMET HANG-IT-ALL - Lakewood Mfg.
GRACE - Bissell Carpet Sweeper Co.
GRACEWELL - Bissell Carpet Sweeper Co.
GRAFONOLA - Guild Radio & TV Corp.
GRAINWARE - Plastic Productions Co.
GRANCO - Du Mont Emerson Corp.
GRAND - stoves and ranges; Sunray Stove Co.
GRAND RAPIDS - Bissell Carpet Sweeper Co.
GRANGER - Voss Bros. Mfg. Co.
GRANITE STATE - Goodell Co.
GRASHIP - Village Blacksmith Div. General Metals Corp.
GRASS MASTER - Wiss & Sons Co., J.
GRASS QUEEN - Midwest Mower Corp.
GRASS-SHIP - Wiss & Sons Co., J.
GRASWIP - Village Blacksmith Div. General Metals Corp.
GRAVELY CLEAN-CUT MOWERS - Delota Inc.
GRAY-FLEX - Canton Stamping & Enameling Co.
GRAYBAR - National Sewing Machine Co.
GREEN GARDEN - Francis Company, A. W.
GREEN GLAZE - Wedgewood & Sons Inc., Josiah
GREEN GRASS - Kent Plastics Inc.
GREEN SANDY - Glove Div. Riegel Textile Corp.
GREEN SPOT - Otto Bernz Co., Inc.
GREEN THUMB - lawn & garden tools; Union Fork & Hoe Co., The
GREEN THUMB - garden gloves; Edmont Inc.
GREEN TIPT - Rugg Mfg. Co.
GREENFIELD HILL - Casco Products Corp.
GREY GOOSE - Alaska Freezer Co. Inc.
GRID-A-BOUT - Dominion Electric Corp.
GRID-O-MATIC - Dominion Electric Corp.
GRIDDLE KING - Northland Aluminum Products Inc.
GRIDL-KING - International Appliance Corp.
GRIDMASTER - Structo Mfg. Co.
GRILL-BRITE - Alwin Products
GRILLHANDLER - Wolf Mfg. Co.
GRILLMASTER - Glaser Products Corp.
GRIND-O-MAT - Rival Mfg. Co.
GRIND-O-MATIC - Rival Mfg. Co.
GRIPWELL - Birnbaum C Ltd.
GRISCER DELUXE - Griscer Industries Inc.
GRISWOLD - Gilbert Clock Co., William L.
GRIT-A - Sponge Specialties Mfg. Corp.
GROUND - Lodge Mfg. Co.
GROWN-IT-YOURSELF - Village Blacksmith Div. General Metals Corp.
GRUNDIG-MAJESTIC - Majestic International Sales Div. Wilcox-Gay Corp.
GUARDAIRE - Waring Products Corp.
GUARDIAN - Rosenberg Bros.
GYM DANDEE - Imperial Electronics Mfg. Inc.
H A - Hazel-Atlas Glass Co.
HAAG - Philco Corp. Dexter Div.
HALLITE - Wear-Ever Aluminum Inc.
HALO-HEAT - Quaker Industries Inc.
HALOLIGHT - Sylvania Electric Products Inc.
HAMILTON - Gilbert Clock Co., William L.
HAMILTON BEACH - Hamilton Beach Co. Div of Scovill Mfg. Co.
HAMMERCAST - aluminum utensils; Griswold Mfg. Co.
HAMMERCAST - chicken-fryer skillet; National Aluminum Mfg. Corp.
HAMMERCRAFT - Club Aluminum Products Co.
HAMPERS - Block & Sons Inc., M.
HAMPSHIRE HOME - Maine Mfg. Co., The

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

HAN D TRAYS - Schiller & Asmus Inc.
HAND CRAFT - Kemple Glass Works, John E.
HAND-D-IRONER - Haag Co.
HANDI-BAKE - Magic Hostess Corp.
HANDI-BROIL - Magic Hostess Corp.
HANDI-HELPER - Mary Mathew Products Co.
HANDI-HOME EXTENSION - Zoss Ladder & Mfg. Co.
HANDI HOSTESS KITS - Bonley Products Co. Inc.
HANDI-POUR - Western Coil & Electric Co.
HANDI-PRESS - Iron-A-Way Co.
HAND-L-STAND - Dominion Electric Corp.
HAND VAC - Hamilton Beach Co.
HANDY - electric hair clippers; Oster Mfg. Co., John
HANDY - step-on can; Stuber & Kuck Co.
HANDY ANDY MOWERS - Lober & Assoc., M.
HANDY ANDY SCOOTERS - Lober & Assoc., M.
HANDY DANDY - Alwin Products
HANDY HANNAH - Landers Frary & Clark
HANDY HELPERS - Maggie Magnetic Inc.
HANDY-LITE REEL - Cordomatic Corp.
HANDY OSTRICH - Hoag Duster Co.
HANDY-SOFT - Western Coil & Electric Co.
HANDEE CLOTHERS DRYER - Tri-Products Co.
HANDEE-MAID - Howard Housewares
HANDILITE - Economy Electric Lantern Co.
HANDYCUBE - General Motors Corp. Inland Mfg. Co.
HANDYMAN - Stanley Tools Div. Stanley Works Inc.
HANG 4 POTS - Sanders & Co., Ray
HANG-RITE - Montrose Hanger Co.
HANKSCRAFT - Hankscraft Co.
HANSON - Hanson Scale Co.
HAPPY DAY - Excello Ltd.
HAPPY HANDS - Ever-Shine Polishing Cloth Co.
HAPPY HEARTH - Chaseline Div. of Chase Bag Co.
HARLEQUIN - Idealware Inc.
HARMODE - Hartard Metal Prods. Co.
HARMONY - Continental Mfg. Inc.
HARRIS HANDMADE - Harris & Sons, A. J.
HARRIS' ORIGINAL - Harris Products Co. Inc.
HARRIS PINE - Yeoman Corp., The
HARVEST QUEEN - United Refrigerator Co.
HAT BOX - Hamilton Beach Co. Div of Scovill Mfg. Co.
HAWKEYE - Burlington Basket Co.
HAWTHORNE TOWN & COUNTRY WARE - Fabricators Inc., A. C.
HAZELTON HOUSEWARES - Hazelton Engineering Company
HAZELWARE - Hazel-Atlas Glass Co. Div. of Continental Can Co. Inc.
HEALTH - National Aluminum Mfg. Co.
HEALTH AIR - Mamco Corp.
HEALTH FOUNTAIN - Enterprise Mfg. Co.
HEALTH; HEALTHWARE - National Aluminum Mfg. Co.
HEALTH-MAID - National Aluminum Mfg. Co.
HEALTH-MINE - Modern Prod. Supply Co.
HEALTH-O-METER - Continental Scale Corp.
HEALTH O PLANT - Ritter Sons, F. W.
HEALTH WARE - National Aluminum Mfg.
HEALTHIFIER - air moisteners; Patent Novelty Co. Inc.
HEALTHIFIER - humidifier; Lion Mfg. Corp.
HEALTH INSTANT - National Aluminum Mfg. Co.
HEAT-A-LITE - Nu-Tone Inc.
HEAT-R-FAN - Dominion Electric Corp.
HEAT-RITE BASE - West Bend Aluminum Co.
HEAT WAVE - Poloron Products
HEATWAVE - Dominion Electric Corp.
HEAVY DUTY - Dazey Corp.
HECSHARP - Schaerf Co., Henry C.
HEDGSHEAR - Porter Cable Machine Co.
HEDLITE - General Electric Co.
HEETACH - Cable Electric Products Inc.
HEETAIRE - Markel Electric Products Inc.
HEIRLOOM - Enterprise Aluminum Co.
HEIRLOOM STERLING - Oneida Silversmiths
HELENA - Mardigan Corp.
HELLER HOSTESS WARE - Roto Broil Corp. of America
HELP MATE - Rubbermaid Inc.
HELPMATE - Amsterdam Broom Co.
HEMCOWARE - Westinghouse Dinnerware Department
HEMISPHERE FIXTURES - Penetray Corp.
HERALD - Tri-M Inc.
HERCULEAN - Southland Mower Co. Inc.
HERCULES - whisk brooms; Amsterdam Broom Co.
HERCULES - electric fan forced portable heaters; Titan Mfg. Co.
HERITAGE - Reliable Metal Products Co. Inc.
HERITAGE INTERNATIONAL - John Hull Cutlers Corp.
HERMITAGE - Jackson Mfg. Co. Inc. W. L.
HI-BOY - Wilson Refrigeration Inc. Div. Wilson Cabinet Co.
HI-DIAL - Hanson Scale Co.
HI-DRI - Heat Controller Inc.
HI-DX - Hardware Designers Inc.
HI-HEAT - Eagle Electric Mfg. Co. Inc.
HI-HEET CABLE & TAPE - Electromode Div of Commercial Controls Corp.
HI-KOOL - Giftware Corp.
HI-LO - Union Steel Products Co.
HI-SPEED - Kitchen Gadget Mfg. Co.
HI-VALU - Mirro Aluminum Co.
HI-VI - Kitchen Master Appliances Inc.
HICKORY HEARTH - Phillips & Buttorff Corp.
HIDE-AWAY - Fremont Bag Co.
HIDEN - Kinfolks Inc.
HIGH WATER - Wilson Plastics Inc.
HILDA - Gordon Associates
HIPCO - Hipwell Mfg. Co.
HIREE - Hirco Mfg. Co.
HITACHI - Sampson Co., The Electronics Div.
HKP - H K Porter Inc.
HOBNAIL - Anchor-Hocking Glass Co.
HOBO CHEF - Dearborn Stove Co.
HOE N' HOME - Brookville Glove Co.
HOLD ALL BRAND - Pask Mfg. Co.
HOLE SHOOTER - Milwaukee Electric Tool Corp.
HOLIDAY - Imperial Electronics Mfg. Inc.
HOLIDAY - Kenro Corp.
HOLIDAY - Modern Space Master Product Inc.
HOLIDAY - S-B Mfg. Co.
HOLIDAY - Club Aluminum Products Co.
HOLLAND ROTARY - Double Rotary Sprinkler Co.
HOLLIWOOD - Berns Air King Corp.
HOLLY-LITE - Kupfer Julius Inc.
HOLLYWOOD HOME - Covermaster Mfg. Co.
HOLMES & EDWARDS STERLING INLAID - International Silver Co.
HOLTEMP - American Thermos Products Co.
HOM-A-LARM - Castle Engineering Co.
HOME CLIP - Allover Mfg. Co.
HOME GARDENER - Gardex Inc.
HOME INCINERATOR - Kohn Mfg. Co.
HOME LAUGHLIN - Laughlin China Co., Homer
HOME MAID - Grand Bag & Paper Co.
HOME-UTILITY - Black & Decker Mfg. Co.
HOMELAWN - Toro Mfg. Corp.
HOMESTEAD - Amsterdam Broom Co.
HOMKO - New Monarch Machine & Stamping Div. Western Tool & Stamping Co.
HONOR-CRAFT - Mardigian Corp.
HOOK-A-BAR - Sanjo Utility Mfg. Co.
HOOSIER GRAY - Columbian Enameling & Stamping Co. Inc.
HORIZON - Steubenville Pottery Co.
HOSE HELPERS - Everain Inc.
HOSPITALITY TRAY; TOASTMASTER HOSPITALITY TRAY SET - McGraw-Edison Co. Toastmaster Prod. Div.
HOSTESS - Modern Space Master Product Inc.
HOSTESS - Wilson Rubber Co.
HOSTESS HANDYS - Langner Mfg. Co.
HOTABLE - Salton Mfg. Co. Inc.
HOT BOY - Coroaire Heater Corp.
HOTAKOLD - Manning Bowman & Co.
HOT-O-MATIC - General Electric Co.
HOT-TOT - Phillips & Buttorff Corp.
HOTFLO - Locke Co., Howard C.
HOTRAY - Salton Mfg. Co. Inc.
HOTRAY HOTRAYETTE - Salton Mfg. Co. Inc.
HOTTENTOT - Erie Stove & Mfg. Co.
HOTTLES - Thatcher Glass Mfg. Co. Inc. McKee Glass Div.
HOUSE N' HOBBY - Brookville Glove Co.
HOUSEBOY - Red Devil Tools
HRM - Educational Products Co.
HUBBELL - Electric Heater Co., The
HUDSON - Gordon Associates
HUFFY - Huffman Mfg. Co.
HULL STAINLESS - John Hull Cutlers Corp.
HUM-I-DRI - Speco Inc.
HUM-I-KIT - Speco Inc.
HUMIDRY - Carrier Corp.
HUNTER - Ray-O-Vac Co.
HUNTER-CENTURY - Hunter Fan & Ventilating Co.
HURRI-HOT ELECTRI-CUP - Dormeyer Corp.
HUSKY - Zoss Ladder & Mfg. Co.
HUSKY GRADERS - Shopmaster Div. Energy Mfg. Co.
HUSKY HOISTS - Shopmaster Div. Energy Mfg. Co.
HY-LO - Aladdin Industries Inc.
HY-POWER - Wiss & Sons Co., J.
HY-SPEED - Metal Ware Corp.
HY-TEST - Acme Shear Co.
HYDRA-GUN - Hudson Mfg. Co., H. D.
HYDRO - Brammer Mfg. Co.
HYDRO-O-LATOR - Outdoor Oven Fireplace Co.
HYDROCOLD - Universal Cooler Corp.
HYDROHOT - Sepco Corp.
HYDROMATIC - Spaulding Industries
HYGENIC SOAP DISH - Hygienic Specialties Inc.
HYLUX - Gibson Electric Refrigerator Corp.
ICE-O-MAT - Rival Mfg. Co.
ICE-O-MATIC - Rival Mfg. Co.
ICETTE - Kromex Corp
IDEAL - Beagle Mfg. Co.
IDEAL - Extension Drawer Support Co.
IDEAL - Lee-Rowan Co.
IDEAL FLOOR SQUEEZEES - Dennis & Co., W. J.
IDEAL WINDOW SQUEEZEES - Dennis & Co., W. J.
IFCO - Irolite Finishing Co.
IGLOO - Conco Engineering Works
ILGAIRATOR - Ilg Electric Ventilating Co.
ILG-KOLD - Ilg Electric Ventilating Co.
ILG WIND - Ilg Electric Ventilating Co.
ILGETTE - Ilg Electric Ventilating Co.
ILGVENT - Ilg Electric Ventilating Co.
IMPERIAL - American Cushion-Tropical Sun Co.
IMPERIAL - Cooper Mfg. Co.
IMPERIAL - Johnson-Stuart Co.
IMPERIAL - King Refrigerator Corp.
IMPERIAL - Lambert Inc.
IMPERIAL - Manitowoc Equipment Works
IMPERIAL - Schick Inc.
IMPERIAL - Wayne Home Equipment Co. Inc.
IMPERIAL - aluminum waterless cookware; Regal Ware Inc.
IMPERIAL - electric heaters; Locke Co., Howard C.
IMPERIAL BLUE - United States Stamping Co. Div. of Lisk-Savory Corp.
IMPERIAL, HOSTESS, SUBURBAN - carpet sweepers; Modern Carpet Sweeper Co.
IMPERIAL MAT - Crown Rubber Co.
INDIAN - Almart Inc.
INDIAN QUEEN - Hamburg Broom Works
INDOKONG - Quon-Quon Co.
INFRA-AIRE - Stiglitz Corp.
INLAND - Club Aluminum Products Company
INSECTOCUTOR - Detjen Corp. Electrocuting Fly Screen Division
INSICO - International Silver Co.
INTERNATIONAL - International Oil Burner Co.
INTERNATIONAL DEEPSILVER - International Silver Co.
INTERNATIONAL HOLLOWARE - International Silver Co.
INTERNATIONAL PEWTER - International Silver Co.
INTERNATIONAL STAINLESS - International Silver Co.
INTERNATIONAL STERLING - International Silver Co.
INVINCIBLE - Miracle Products Co. Inc.
INVISIBLE - Vanderbilt Products Inc.
INVITATION - Flambeau Plastics Corp.
IONABLEND - Iona Mfg. Co., The
IONIC - Stetson China Co.
IONIX - Wesix Electric Heater Co.

Trade Names

IRON CORE – Stainless Ware Co.
IRON MOUNTAIN – Griswold Mfg. Co.
IRON-O-MATIC – Dominion Electric Corp.
IRONING VALET – Dennis Mitchell Industries
IRONMASTER – Sunbeam Corporation
IRONMORE – Conlon Corp.
ISO ELASTIC – Chatillon & Sons, John
ISO SEAL – Chatillon & Sons, John
ITS-A-DILLY – Gailstyn Co.
IVORY – Anchor Hocking Glass Corp.
IVRENE – Corning Glass Works
JACK FROST – Knapp-Monarch Co.
JACK MASTER – Imperial Knife Associated Companies Inc.
JACK POT – Willis-Reynolds Sales Corp.
JADE-ITE – Anchor Hocking Glass Corp.
JAMCO – Lynch-Jamentz Co.
JAN – Puritan Cordage Mills
JANITOR – Loveland Broom Co.
JASPER WARE – Wedgwood & Sons Inc., Josiah
JAVIT CRYSTAL – Javit-Badash Inc.
JEB-POLE – Jeb-Rod Corp
JEF STEEL – Jeffrey Steel Products Corp.
JENFRED-WARE® – Maison Gourmet Ltd.
JET AERATOR – Melard Mfg. Corp.
JET-FLITE – Relco Custom Case Div. of Reliable Luggage Inc.
JETAIRE – Belco Industries Inc.
JET LITE – Wood Shovel & Tool Co.
JET-O-MAT – Jet-O-Mat Corp.
JET SHOWER HEAD – Melard Mfg. Corp.
JETGLAS – Day & Night Mfg. Co.
JETSTREAM – Leiner George & Co., S.
JEWEL – Colorite Plastics Inc.
JEWEL – Reliable Metal Products Co. Inc.
JFD-CORTLAND – Cortland Furniture Co. Inc.
JIFFY – Campro Prod. Inc.
JIFFY – Herman's Novelty Mfg. Co.
JIFFY 2-WAY COMB. – Zoss Ladder & Mfg. Co.
JIFFY JUICER – Byrd Plastics Inc.
JIM DANDY – Great Lakes Tractor Co., The
JOMCO – Oster Mfg. Co., John
JONNY VENT – Feeney Mfg. Co., The
JOY – Mardigan Corp.
JOY SWEEP – Leiner George & Co., S.
JUG-N-BAG – Lispenard Mfg. Corp.
JUICE-O-MAT – Rival Mfg. Co.
JUICEX – Drachenberg Mfg. Co.
JULEPS – Edmont Inc.
JUNIOR – can opener; Dazey Corp.
JUNIOR – can opener; Edlund Co.
JUNIOR – freezers belt driven and electric motor driven; White Mountain Freezer Co. Inc.
JUNIOR – heater; Hotpoint Inc.
JUNIOR HAND-TYPE – Eureka Williams Corp.
JUNIOR SERVING OVEN – West Bend Aluminum Co.
JUST ANDERSEN PEWTER – Eisenberg-Lozano Inc.
JUST RITE WHISK – Vining Broom Co.
JUSTRITE – Dominion Electric Corp.
K. C. – K C Fountain Brush Co.
K-M – Knapp-Monarch Co.
K-LINE DADO HEADS – Kneisley Electric Co.
K-LINE PLANERS – Kneisley Electric Co.
KACY – Falls Products Inc.
KALWOOD – Keller Products Inc.
KAN MASTER – Turner & Seymour Mfg. Co.
KANISTER – Kromex Corp.
KANT KLING – Romar Plastics
KARITH AEROSOL – Karith Chemical Co.
KARY-SAFE – Grand Bag & Paper Co.
KAY/CEE – New Milford Construction & Repair Co.
KAY/CEE SINKS – Manesco Inc.
KEANE'S ANGELUS – Keane's Eagle Broom Works Inc.
KEANE'S DELUXE – Keane's Eagle Broom Works Inc.
Inc.
KEANE'S ELITE – Keane's Eagle Broom Works
KEANE'S JANITOR – Keane's Eagle Broom Works Inc.
KEANE'S La BELLE – Keane's Eagle Broom Works Inc.
KEAPSIT – American Thermos Products Co.
KEEN-EDGE – Cahil Mfg. Co.
KEEP HEET – Aluminum Hardwares Inc.
KEES KRAWLER – Kees Mfg. Co., F. D.
KELLOGG QUALITY – Kellogg Brush Mfg. Co.
KELVINATOR – Kelvinator Div. American Motors Corp.
KELVINATOR WATER COOLERS – Ebco Mfg. Co.
KEMCO – Kwikway Co. Div. of Knapp Monarch Co.
KENBERRY GADGETS – Brown Inc., John Clark
KENMORE – Newark Stove Co.
KENSINGTON – Wearever Aluminum Inc.
KENT – Buegeleisen & Jacobson Inc.
KEYSTONE – Keyco Products Inc
KICH-N-VENT – Home Metal Products Co.
KIDDIE – Aluminum Hardwares Inc.
KILL ANTS – Harris Products Co. Inc.
KIMBLE TELEVISION BULBS – Owens-Illinois Glass Co.
KING EDWARD SILVERPLATE – National Silver Co.
KING-KOOL – Belco Industries Inc.
KING KUTT – Roberton Mfg. Co.
KING-O-LAWN – Temco Products Co.
KINGSWARE – Automatic Controls Corp.
KINZEE KITCHENS – Kinzee Products Inc.
KIPCO CABINETS – Kitchen Products Mfg. Co.
KIRBY – Scott & Fetzer Co.
KITCHEN-AIRE – Stewart Industries Inc.
KITCHEN CRAFT – West Bend Aluminum Co.
KITCHEN-ETTE – Gilbert Co., A. C.
KITCHEN HOSTESS NOOKS – Blanco Mfg. Co.
KITCHEN-KRAFT – Laughlin China Co., Homer
KITCHEN PRIDE – Hedlund Co., W. T.
KITCHEN QUEEN – Poole Products Co.
KITCHENMASTER – Malley Mfg. Co.
KITCHENER CODDLERS – Langbein-Giftwares Division
KITCHMASTER – Sunbeam Corporation
KITCH-N-VENTOR – Universal Blower Co.
KITCH'N HANDY – Washington Steel Products Inc.
KLEAN-KUT – Dazey Corp.
KLEAN-MASTER – Bissell Carpet Sweeper Co.
KLEEN MOP – Bouras Mop Mfg. Co.
KLEEN-SWEEP – Adler Mfg. Co.
KLEEN SWEEP BROOM – Kleen Test Prods.
KLEENCUT – Acme Shear Co., The
KEEN-EDGE – scissors & shears; Wiss & Sons Co., J.
KLEENETTE – Richmond Broom Co.
KLENE TRED MATS – Sterling Rubber Products Co. Inc.
KLIPPER – Cooper Mfg. Co.
KLONDIKE – Alaska Freezer Co.
KNIBB HOME ICE CREAM FREEZER – Knibb Industries Inc.
KNOXALL – O Ames Co.
KOB-KNOBS – Schneider Mfg. Co., C. J.
KOHNSUMATOR – Kohn Mfg. Co.
KOLDAIR – Knapp-Monarch Co.
KOLDCHEST – Frigidaire Corp.
KOLOR-MATE – Johnson Products Co.
KOMB-KLEANED – Wagner Mfg. Co., E. R.
KONSTANT-HOT – Manesco Inc.
KOOK-ALL – Wagner Mfg. Co.
KOOKALL – Gibson Refrigerator Co.
KOOK KING – Vollrath Co., The
KOOK-RITE – National Cast Products Mfg. Co.
KOOKOUT – Kamkap Inc.
KOOL-AIR – Rabar Inc.
KOOL BREEZE – Lakewood Engineering and Mfg. Co.
KOOL-GRIP – Industrial Gloves Co.
KOOL KAN – United States Steel Products Div. United States Steel Corp.
KOOL-N-HEETAIRE – LaSalle Products Inc.
KOOLVENT – Sun-Kween Corp.
KOPPER KING – Western King Mfg. Co.
KOQPER KWEEN – Parker Metal Decorating Co.
KOPPEREX – Kromex Corp.
KOROSEAL – B. F. Goodrich Industrial Prods. Co.
KRESTLINE – Speco Products Div. Specialty Sheet Metal Mfg. Co. Inc.
KRINKLE KUT – Wolverine Household Products Inc.
KRISPERETTE – Scurlock Corp.
KROMASTER – Lehman Bros. Silverware Corp.
KROME-KRAFT – Farber Bros.
KUTIC KLIP – Allover Clipper Products Co.
KUTMASTER – Utica Cutlery Co.
KWAN YIN – Quon-Quon Co.
KWICK KLEEN – Lodge Mfg. Co.
KWIK – Harrison Oil Specialties Inc.
KWIK-BAKE – Griswold Mfg. Co.
KWIK DRIP – West Bend Aluminum Co.
KWIK-KLEEN – Johnson Products Co.
KWIK-LITE – Fulton Mfg. Co.
KWIKUT – Griswold Mfg. Co.
L-B – Lyndon Bricher Mfg. Co.
L & N – Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp.
L-K – General Air Conditioning Corp.
LMP – Lasko Metal Products Inc.
L-CO LUX – L-Co Cabinet Corp.
LA SALLE HEETAIRES – LaSalle Products Inc.
LACEY EDGE – Wolff Products Co.
LADDER SAFETY SHOES – Zoss Ladder & Mfg. Co.
LADIES' FRIEND – Hamburg Broom Works Inc.
LADIES IDEAL – Ramseur Broom Works
LADY – Eclipse Lawn Mower Co.
LADY ALGER – Alger Creations
LADY ARNOLD – Rogers Plastic Corp.
LADY CASCO – Casco Products Corp.
LADY DOVER – Dover Appliance Co.
LADY GARDENER – Wiss & Sons Co., J.
LADY HORELCO – North American Phillips Co.
LADY MODRIMAIRE – Modern Space Master Product Inc.
LADY PRESCO – Pressing Supply Co.
LADY RONSON – Ronson Corp.
LADY SCHICK – Schick Inc.
LADY SEYMOUR – Seymour Tool & Engineering Co. Inc. Seymour Housewares Div.
LADYFINGERS – Glove Div. Riegel Textile Corp.
LAFAYETTE – Irmanton Prods. Co.
LAFONTAINE – General Electric Co.
LAKE BREEZE – Lakewood Engineering and Mfg. Co.
LANCASTER HANDYMAN – Lancaster Pump & Mfg. Co. Inc.
LANCER – Great Lakes Tractor Co., The
LANDSCAPER – Wiss & Sons Co., J.
LARK – Jackes-Evans Mfg. Co.
LASALLE PRODUCTS INC. – Markel Electric Prod Inc.
LAUNDER-BEST – Central Rubber & Steel Corp.
LAUNDROMAT – Westinghouse Electric Corp.
LAUNDRY QUEEN – Automatic Washer Co.
LAUNDRYHANDLER – Wolf Mfg. Co.
LAUREL – aluminumware; West Bend Aluminum Co.
LAUREL – electric blankets; Northern Electric Co.
LAUREL – heaters, water heaters; Laurelton Foundry Co.
LAV-O-LET CHEMICAL – Kohn Mfg. Co.
LAWLOR-ETTE – Lawlor Co., S. C.
LAWLOR MATIC – Lawlor Co., S. C.
LAWN BEAUTY – Schneider Metal Mfg. Co.
LAWN-BOY – OMC Engines & Equipment Div.
LAWN GROOM – Precision Products Inc.
LAWN KING – A T K MFG. Co.
LAWN LAKE – Aluminum Hardwares Inc.
LAWN MASTER – Masterbuild Products Corp.
LAWN PRINCE – Jacobsen Mfg. Co.
LAWN QUEEN – Jacobsen Mfg. Co.
LAWN SCOUT – Western Tool & Stamping Co.
LAWNCOMB – Eastern Tool & Mfg. Co.
LAWNMATE – Portable Electric Tools Inc.
LAWSON – United States Stove Co.
Lez E Se – Bonley Products Company Inc.
LAZY-REST – Take-Along Travel Chair Co.
LEADER – brooms; Miller Broom Co.
LEADER – clothes dryers; Gem Mfg. Co.
LEADER – shears, scissors; Case Shear Corp.
LEADER – step-on can; Stuber & Kuck Co.
LEAKPROOF – Ray-O-Vac Co.
LE CREUSET – Schiller & Asmus Inc.
LECO-LATCHES – Laboratory Equipment Corp.
LECTOFILTER – Albion Div. McGraw-Edison Co.
LECTRIC-AIRE – Radex Corp.
LECTRICOVER – Bobrich Products Corp.
LECTRO-HOST – Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp.
LECTRO-START – Magic Hostess Corp.

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

LEDO – Associated Products Inc.
LEE JR. – Olsen Knife Co., Lee E.
LEHIGH – Pittston Stove Co.
LEIGH – Air Control Products Inc.
LEMCO – Lewis Electrical Mfg. Co.
LENAPE – Bay Ridge Specialty Co.
LENOXWARE – Lenox Plastics Inc.
LEONARD – Kelvinator Div. American Motors Corp.
LEVER KING – Sherman Mfg. Co., H. B.
LEVER LOCK – Sherman Mfg. Co. H. B.
LEWIS – Stainless Ware Co.
LEWIS IRON CORE – Stainless Ware Co. of America
LEWIS WARE – Stainless Ware of America
LIBBEY SAFEDGE GLASSWARE – Owens-Illinois Glass Co.
LIBERTY – Deshler Broom Factory Inc., The
LIBERTY BRAND – Ethical Prods. Inc.
LIBERTY BRAND – Allen-Doane & Co. Inc.
LIBERTY BELL – Carey Mfg. Co. The Philip
LIBERTY BELL – Miami Cabinet Div. Philip Carey Mfg. Co.
LICKITY – Waco Aircraft Co.
LID-CRIB – Elgin Novelties
LIFE LITE (R) – Gulton Inds. Inc. (Alkaline Battery Div.)
LIFETIME – Howard Housewares
LIFETIME – Parkway Plastics Inc.
LIFETIME – S-B Mfg. Co.
LIFETIME SHEFFIELD – Lifetime Cutler Corp.
LIFT-A-SHELF – Hyer Hardware Mfg. Co.
LIGHT-O-MATIC – Dominion Electric Corp.
LIGHTNING – Kamkap Inc.
LINCOLN – electric refrigerators; Southern California Eng Co.
LINCOLN – lawn mowers; Heineke & Co.
LINCOLNWARE – Lynbrook Company
LINT-CHASER – National Brush Co.
LINT-OFF – Travco Plastics Co.
LIQUI-BLENDER – Hamilton Beach Co. Div. of Scovill Mfg. Co.
LIQUIDIZER – Knapp-Monarch Co.
LIQUOR-LITE – Manufacturer's Marketing Co.
LITE-N-TITE – Brooklyn Fibre Broom Co. Inc.
LITEMASTER – Art Specialty Co.
LITTLE BROWN CHESTS – American Thermos Products Co., The
LITTLE BROWN JUGS – American Thermos Products Co., The
LITTLE FELLER – Fashioncraft Products
LITTLE G – Griscer Industries Inc.
LITTLE GEM – Muscatine Broom Factory
LITTLE GIANT – North Wayne Tool & Die Co.
LITTLE PEARL – Muscatine Broom Factory
LITTLE WONDER – K C Fountain Brush Co.
LO-AIR – Kisco Co. Inc.
LO-VUE – Take-Along Travel Chair Co.
LO-HEET-WARE – Vollrath Company, The
LOCK 'N LIFT – Lynch-Jamentz Co.
LOCTRAC – Hardware Designers Inc.
LOEBER – Keen Mfg. Co.
LOG-A-FIRE – Guardian Mfg. Corp.
LOK-LEVEL – Diack Co., A. Geo.
LONDONDERRY – Wearever Aluminum Inc.
LONG JOHN – Sanjo Utility Mfg. Co.
LONGHORN – Arcadia Manufacturing Co.
LONGHORN BBQ LINE – Bar & Barbeque
LONGRIP – Ridge Tool Co., The
LOOK-O-METER – Hanson Scale Co.
LOOVER-LITE – Cannon Products Inc.
LOOVER-LITE – Cannon Products Inc.
LOT O' LITE – Howard Housewares
LOTUS – Massasoit Co.
LOTUSWARE – Carrollton Mfg. Co.
LOXON – Ellwood Co., The (Cork Importers)
LOW-LEVEL BASEBOARD – Electromode Div. of Commercial Controls Corp.
LOWBOY – Walker & Pratt Mfg. Co.
LOW-HEAT – Vollrath Co., The
LUCKY LAWN – Keen Mfg. Co.
LUME A LITE – Midwest Plastics Inc.
LUNCH-IN-ETTE – Prepac Inc.
LUREX – Ben-Mont, The Dow Chemical Co., Dobeckmun Div.
LUSTRE CHROME – Wiss & Sons Co., J.
LUSTERLOY – Tappan Stove Co.
LUSTRO GRIDDLE – Naxon Utilities Corp.
LUSTRO-MAGIC – Rogers Co., W. T.
LUSTRO-WARE – Columbus Plastic Products Inc.
LUTON – Pacific Electricord Co.
LUXOR – Ace Mfg. Co. Inc.
LYNBROOK – Affiliated Mfgrs.
MAC-PAK – McHutchison & Co.
MacCARL – Capson Mfg. Co.
MADE-RITE – Dominion Electric Corp.
MADUCO – Macklanburg-Duncan Co.
MADWELL – Swing-A-Way Mfg. Co.
MADRILUME – Tri-M Inc.
M-G TEAK – Maison Gourmet Ltd.
MAGGIE BOARDS – Maggie Magnetic Inc.
MAGIC – Swing-A-Way Mfg. Co.
MAGIC-COVER – Synthetic Fabrics Inc.
MAGIC EASE – Craftmade Products Co. Div. Notion Accessories Mfrs.
MAGIC MAID – Son-Chief Electrics Inc.
MAGIC SOAPER – Cornwall Corp.
MAGIC SWIVEL – Massasoit Co.
MAGI-CRAFT – Son-Chief Electrics Inc.
MAGIKAN – Metalcraft Mfg. Corp.
MAGIKIL – Lethelin Products Co. Inc.
MAGIX-TENSION – Shelfmaker Products Corp.
MAGNABOARD – Chatfield-Clarke Co. Div. of Crown City Lumber & Mill Co
MAGNETIC-FOAM – Master Mfg. Co.
MAGNETIC MESSAGE – Son-Chief Electrics Inc.
MAIKO-SAN – Quon-Quon Co.
MAJESCO – Majestic Silver Co., The
MAJESTIC – Allover Clipper Products Co.
MAJESTIC – Dominion Electric Corp.
MAJIK BAKER – Birmingham Stove & Range Co.
MAJOR – Gem Electric Mfg. Co. Inc.
MAJOR DOMO – Major Slicing Machine Corp.
MAJORETTE – Major Electronics Corp.
MAJORETTE – Major Line Products Co. Inc.
MALCO MAID® – Maiden Mop and Brush Co.
MALCOLITE – Foil-Tex Aluminum Co.
MALCOWARE – Foil-Tex Aluminum Co.
MALIBU – Hallmark Inds. Corp.
MALIBU BEACH – Ultra-Violet Ray Labs. Inc.
MALLO-BELLE, MALLO-WARE – Mallory Plastics Co.
MALLO-WARE – Adams House
MANDARIN – Hotpoint Inc.
MAR-MOT – Rayco Products Inc.
MAR-VEL-POLY – Gulf & West Indies Co. Inc.
MARBLART – Moore Enameling & Mfg. Co.
MARCO – aluminum cookware; Buckeye Aluminum Div. of Mardigian
MARCO – ventilating fans; Marvin Mfg. Co.
MARDI GRAS – Chaseline Div. of Chase Bag Co.
MARI-LINN LAMP – Hopkins Mfg. Co.
MARINE BLUE – Unites States Stamping Co. Div. of Lisk-Savory Corp.
MARION – Rutenber Electric Co.
MARK 1 – Porter-Cable Machine Co.
MARK FOUR – Remington Corp.
MARK V – Wolff Products Co.
MARK VII – Supreme Cutlery Corp.
MARK 24 – Porter-Cable Machine Co.
MARK 26 – Porter-Cable Machine Co.
MARK 27 – General Electric Co.
MARK 30 – Porter-Cable Machine Co.
MARK-TIME – M H Rhodes Inc.
MARKEL MEETAIRES – Markel Electric Products Inc.
MARKET-WISE – Blossom Mfg. Co. Inc.
MARTHA WASHINGTON – Gray & Dudley Co.
MARTHA WASHINGTON – Muscatine Broom Factory
MARTIN – Washington Stove Works Inc.
MARVAL – Craftmade Products Co. Div. Notion Accessories Mfrs.
MARVALON – Kimberly-Clark Corp.
MARVEL – Lee-Rowan Co.
MARVELAIRE – Essick Mfg. Co.
MARY PROCTOR – Proctor-Silex Corp.
MASSAGETT – Oster Mfg. Co., John
MASSILLON – Ekco Products Co.
MASTER – Essick Mfg. Co.
MASTER-AIRE – Westinghouse Electric Corp.
MASTER-ALL – Lincoln Mfg. Co.
MASTER BLUE STREAK – Turner & Seymour Mfg. Co.
MASTER CHEF – Glaser Products Corp.
MASTER HOT SPOT COOKERS – Wisconsin Aluminum Fdry. Co. Inc.
MASTER-MATIC – Westinghouse Electric Corp.
MASTERBILT – Clark Co., J. R.
MASTERCRAFT – Ben-Mont, The Dow Chemical Co., Dobeckmun Div.
MASTERCUT – Aircapitol Mfg. Co. Inc.
MASTEROLL – Diack Co., A. Geo.
MASTERPIECE – Franciscan Dinnerware
MASTERSCREEN – Portland-Willamette Co.
MASTERWARE – Master Metal Products Inc.
MAT-A-DOOR – Meakins McKinnon Inc.
MATRON – Malleable Iron Range Co.
MAXAW – Oster Mfg. Co., John
MAYFAIR – Majestic Seat Co. Inc.
MAYFAIR SADDLE – Mayfair Seats
MEADOW GOLD – Deshler Broom Factory Inc., The
MEAL-TIME MAGIC – Griscer Industries Inc.
MEALMASTER – Knox Stove Works
MEAS-O-MATIC – West Bend Aluminum Co.
MECCA – Puritan Cordage Mills
MEDALIST PROMOTIONAL – P B R Mfg. Co.
MELADUR – Stetson China Co.
MELCOWARE – Spaulding Industries
MELL-O-RAY BEDLITE – Eagle Electric Mfg. Co. Inc.
MELMAC® BY KENRO – Kenro Corp.
MEMCO – Moore Enameling & Mfg. Co.
MENGELWOOD CABINET – Mengel Wood Industries Inc.
MERCURY – Hudson Mfg. Co., H. D.
MERITONE – Autocrat Electronics Co.
MERMAID – American Sponge & Chamois Co. Inc
MERRY – Corcoran Mfg. Co.
MERRY G'RINDER – General Slicing Machine Co. Inc.
META-GRIP – Amsterdam Broom Co.
METAL-LITE – Rich Inc., Howard B.
METAL MASTER – Wiss & Sons Co., J.
METALCRAFT – Koch Sons Inc., Geroge
METALWARE – Brandon Brown Inc
METEORIC – Graham Electro Mfg. Co.
METEOR-LITER – Meteor Enterprises Inc.
METER-MATIC – International Register Co.
METROLITE – Bremer Co., W. S.
MEYERSCREEN – Frey Meyer of California
MIAMI-CAREY – Carey Mfg. Co. The Philip
MICRO-SET – Salem Tool Co.
MIDGET – Solar Systems Inc.
MIDGETAPE – Mohawk Business Machines Corp.
MIDGET QUEEN – Miller Broom Co.
MIDGETTE-FRIDGETTE – Uropa International Inc.
MIDJIT – Dunrod Appliance Corp.
MIGHTY MOE – Yuba Power Products Inc.
MIL-DEW-KIL – Dryrox Inc.
MILANO – Anchor Hocking Glass Corp.
MILDU-BAN – Surco Products Inc.
MILK-WHITE – Anchor Hocking Glass Corp.
MILLER – Beautycraft Kitchens Div. Miller Metal Products Inc.
MILTEX – Miltenberg Inc., E.
MILWAUKEE – Smith Corp., A. O.
MILWAUKEEAN – Wagner Mfg. Co., E. R.
MINIT-WHIPPER – Miller R A Inds Inc.
MINUTE MINDER – Lux Clock Mfg. Co.
MIRA-SHAM – Miracloth Sales Chicopee Mfg. Corp.
MIRACEL – Craftmade Products Co. Div. Notion Accessories Mfrs.
MIRACLAD – Just Mfg. Co.
MIRRA COTE – Mirra Cote Industries
MIRRO-MATIC – Mirro Aluminum Co.
MIRRO MEDALLION – Mirro Aluminum Co.
MIRROR – Amsterdam Broom Co.
MISS AMERICA – Deshler Broom Factory Inc., The
MISS DESHLER – Deshler Broom Factory, The
MISS PEGGY – Johnson Products Co.
MISSES IDEAL – Ramseur Broom Works
MIST-O AIR DEOD. – Dryrox Inc.
MISTER – Bete Fog Nozzle Inc.
MISTER-FOG – Bete Fog Nozzle Inc.
MISTER-JET – Bete Fog Nozzle Inc.
MISTER-MIX – Bete Fog Nozzle Inc.

Trade Names

MISTROL – Burton Mfg. Co.
MIX-MAID – Dormeyer Corp.
MIX-MASHER – Ballak & Co.
MIX-O-MATIC – Steam-O-Matic Corp.
MIXED-FLO – Broan Mfg. Co.
MIXELLE – Hamilton Beach Div. of Scovill
MIXETTE – Hamilton Beach Co. Div. of Scovill Mfg. Co.
MIXETTE & MASHETTE – Anderson Mfg. Corp.
MIXI – Sibert & Co. Inc.
MIXMASTER – Sunbeam Corp.
MIX'N MATCH – Chaseline Div. of Chase Bag Co.
MIXRITE – Dormeyer Corp.
MIZIMADE – Klik
MIZIMADE SPOUTSEAL – Mizim Mfg. Co.
MO-ALL – Vollrath Co.
MOBILE-LITE REEL – Cordomatic Corp.
MOBILE MAID – General Electric Co.
MODDY KIT ® – Moddy Machine Products Co.
MODE – Kromex Corp.
MODERN DECOR – Chatham Brass Inc.
MODERNAIRE – Hanson Scale Co.
MODERN MAID – Tennessee Stove Works
MODERN PINK – Continental Can Co.
MODERNE – enameled ware; Federal Enameling & Stamping Co.
MODERNE – japanned ware, canister sets, bread boxes; Peoria Metal Specialty Co.
MODERNSCREENS – Portland-Willamette Co.
MOGUL – P. M. C. Mfg. Corp.
MOHAWK – Craftmade Products Co. Div. Notion Accessories Mfrs.
MOHAWK – fans; Frigid Inc.
MOHAWK – power mower kits; Keen Mfg. Co. Inc.
MOISTURE MAGNET – Remington Corp.
MONARCAST – Monarch Aluminum Mfg. Co.
MONARCH – Acme Shear Co., The
MONARCH – Moran Brush Mfg. Co. Inc.
MONARCH – knife sharpeners; Turner & Seymour Mfg. Co., The
MONARCH – lawn mowers; Heineke & Co.
MONARCH – mowers; Heineke & Company Inc.
MONARCH – wringer washers; Central Rubber & Steel Corp.
MONAX – Corning Glass Works
MONKEY GRIP – Better Monkey Grip Co.
MONMOUTH – Western Stoneware Co.
MONO-UNIT – Gibson Refrigerator Corp.
MONTAUK – Lorch & Co. Inc., H.
MONTCLAIR – Welbilt Stove Corp.
MOODY – Moddy Machine Products Co.
MOONGLOW – Idealware Inc.
MOONSTONE – Wedgewood & Sons Inc., Josiah
MOP-HEADS – Puritan Cordage Mills
MOPPET – O'Cedar Corp.
MOPUPS – Zephyr Mfg. Co.
MORAINE – Frigidaire Corp.
MORSE – Morse Sewing Mach. & Supply Co.
MOTHER'S HELPER – Shaf Mfg. Corp.
MOTHKHIL – Dryrox Inc.
MOTOR CITY BRAND – Michigan Brush Mfg. Co. Inc.
MOTOR-JUG – Knapp Monarch Co.
MOTORAKE – Kees Mfg. Co., F. D.
MOTORDOR – Broan Mfg. Co.
MOULINEX – Varco Inc.
MOW BLO – Sensation Mower Inc.
MOWER CAR – Homelite Div. Textron Inc.
MOWHAWK – Keen Mfg. Co.
MOW MASTER – Propulsion Products Co.
MOWMASTER – Propulsion Products Co.
MOZ-ALL – Wind-King Electric Mfg. Co.
MR. DUDLEY – Dudley Kebow Inc.
MR. FAUCET FIXER – Melard Mfg. Corp.
MR SOFT TOUCH – Brookville Glove Co.
MR. WHIZ – Glove Div. Riegel Textile Corp.
MR. & MRS BELT RACKS – Mission Industries
MTE – Lethelin Products Co. Inc.
MULTI AID – Household Mfg. Co.
5145 MULTI-PURPOSE – Champion Blower & Forge Co.
MURRAY – Gordon Associates
MURRAY DIAMOND ROCK CRYSTAL – National Glass Mfg. Co.
MUSTANG – Keen Mfg. Co.
MY FAVORITE – Richmond Cedar Works Mfg. Corp.
MYSTERIOUS – Lethelin Products Co. Inc.
MYSTERY RIM – Vollrath Co.
MYSTIC-MAID – Losee Products Co.
MY OWN – Ardee Plastics Co. Inc.
MY-T-MO – Rocklin Mfg. Co.
MYTEESWEEP – C & H Air Conditioning Fan Co. Inc.
NAGA – Westchester Brickote Products Co. Inc.
NAGALOG – gas heating logs; National Gas Logs Inc.
NAGLOG – gas logs; Westchester Brickote Products Co.
NAIL-ON – Vanderbilt Products Inc.
NALCO – North American Electric Lamp Co.
NALCO – National Aluminum Mfg. Co.
NALCOWARE; NUTRIWARE – National Aluminum Mfg. Co.
NALTEX – Nalle Plastics Inc.
NANTILAS – Homer Laughlin China Co.
NAPANEE KITCHENS – Coppes Inc.
NASCO – National Silver Co.
NASH STOW-A-WAY – Nash Mfg. Co.
NASHCO PRODUCTS – Nash Mdse Co., E. T.
NATIONAL – Detjen Corp. Electrocuting Fly Screen Division
NATIONAL BRANDS – Craftmade Products Co. Div. Notion Accessories Mfrs.
NAUTILUS – Major Industries Inc.
NAVACO – Acme Awning & Tent Co.
NAVARRA – General Electric Co.
NAYCO – Cohen Inc., Nathan
NEBU-LIZOR – Hudson Mfg. Co., H. D.
NEGATRON – Capson Mfg. Co.
NELLY – Amsterdam Broom Co.
NEO-GLO – Markel Electric Products Inc.
NEOCRAFT – Pacific Neocraft Corp.
NEPTUNE – Kent Plastics Inc.
NEVA-RUST – Salterini Co., John B.
NEVER-LIFT – Proctor Electric Co.
NEVERBREAK – Bellaire Enamel Co.
NEVERSLIP – Turner & Seymour Mfg. Co.
NEW DAY – Conlon Corp.
NEW ENGLANDER – Guild Radio & TV Corp.
NEW HOME – Brown Stove Works Inc.
NEW STANDARD – Extension Drawer Support Co.
NEW YORKER – Poloron Products Inc.
NEWBERRY WARE – Block & Sons, M.
NEWCO – Newman Mfg. Co.
NEWFLEX – Newth Rubber Co.
NEWPORT – Westinghouse Dinnerware Department
NEWPORT – scales; Detecto Scales Inc.
NIAGARA – Lisk-Savory Corp.
NIGHT HAWK – McDonough Power Equipment Inc.
NIMBLE FINGERS – Pioneer Rubber Co.
NITE-BEAM BEDLITE – Eagle Electric Mfg. Co. Inc.
NITE HAWK – Ray-O-Vac Co.
NITE LITES – Crest Specialty Inc.
NITEAIR – Lau Blower Co., The
NO BLISTZ – Sanders & Co., Ray
NO-BURN – Connolly Stamping Co. Inc.
NO-DRIP – Federal Tool Corp.
NO-KINK – Frank Plastics Corp.
NO-MAR – American Textile Products Co.
NO-MORE-BURN – Marshallan Mfg. Co.
NO-SEW – Heuck Co., M. E.
NORDHOLM – Ashe-Houston Co.
NORDIC WARE – Northland Aluminum Products Inc.
NORELCO – North American Philips Co. Inc.
NORMAR – A & H Electrical Products Co. Inc.
NORPLAC – Northwest Plastics Inc.
NORQUIST-CORONET – Norquist Product Inc.
NORTHERN LIGHTS – Aluminum Hardwares Inc.
NORTHERN LIGHTS – Northern Incandescent Lamp Co.
NOWATOCO – North Wayne Tool & Die Co.
NU-AIR – Meier Electric & Machine Co.
NU-ART – Macklanburg-Duncan Co.
NU-BRITE – Federal Enameling & Stamping Co.
NU-LUME – Macklanburg-Duncan Co.
NU-WAY – Sunbeam Corporation
NUGRIP – Wiss & Sons Co.
NUROLL – Roll Dipper Inc.
NUTRIWARE – National Aluminum Mfg. Corp.
NYDCO – New York Feather Duster Co.
NYL-CORD – Swan Rubber Co.
NYL-O-TAPE – Hardware Designers Inc.
NYLONITE – Acme Awning & Tent Co.
NYLSLIDES – Hardware Designers Inc.
OASIS – Ebco Mfg. Co.
ODORLESS ZEEN – Zeen Chemical Corp.
OHIO QUALITY – Ohio Brush Co.
OHIO STAMPING – Hy-Ko Products Co.
OHMLETTE – Chemex Corp.
OIL AIR – Huenefeld Co.
"OK" – Orr Co. Inc., J. A.
OLD CURIOSITY SHOP – Royal China Co. Inc.
OLD HICKORY – Ontario Knife Co.
OLD PAL – Animal Trap Co.
OLDE PINE – Three Mountaineers Inc.
OLDE THOMPSON – George S. Thompson Corp., The
OLYMPIAN WATER SOFTENERS – Myers & Brothers Co., F. E., The
OLYMPIC – Savage Arms Corp. Lawn Mower Div.
OLYMPIC – Washington Stove Works Inc.
OMEGA – Bouras Mop Mfg. Co.
100 PLUS – Stanley Tools Div. Stanley Works Inc.
1066 – Schick Inc.
ONE-WIPE – Joseph Parmet Co. Inc., The
ONEIDA BUDGET PRICE MELAMINE – Oneida Silversmiths
ONEIDA COMMUNITY STERLING – Oneida Silversmiths
ONEIDA DELUX QUALITY MELAMINE – Oneida Silversmiths
ONEIDA PREMIER MELAMINE – Oneida Silversmiths
ONEIDA STAINLESS – Oneida Silversmiths
ONEIDACRAFT – Oneida Ltd.
ONEIDACRAFT DELUX STAINLESS – Oneida Silversmiths
ONEIDACRAFT PREMIER STAINLESS – Oneida Silversmiths
ONTARIO SCIMITER – Ontario Knife Co.
OPAL WARE – Corning Glass Works
OPEN ALL – Edlund Co.
OPEN HEARTH – Samson United Corp.
OPEN HOUSE SNACK SET – Giftware Corp.
ORBITAN – Waco Aircraft Co.
ORCHARD BAKEWARE – Newland Schneelock & Piek Inc.
ORCHARDWARE – Newland Schneeloch & Pick Inc.
ORCOA – Organ Corp. of America
ORDERGUARD – Brill Sloane Co.
OREO – Meier Electric & Machine Co.
ORIOLE – gas heaters; Jackes-Evans Mfg. Co.
ORIOLE – kitchen utensils; Gatch Wire Goods Co.
ORIOLE – stainless flatware; Voos Co., The
OSTERIZER – Oster Mfg. Co., John
OUTDOOR CHEF – Glaser Products Corp.
OVATION – Westinghouse Dinnerware Department
OVEN-ETTE – Tricolator Mfg. Co.
OVEN GLASS – Daton Co., The
OVENEX – Ekco Products Co.
OVENGLASS – Dunbar Glass Corp.
OVENSERVE – Laughlin China Co., Homer
OVENWARE-CRIB – Elgin Novelties
OXCO – Ox Fibre Brush Co. Inc.
OXFORD – electric percolators; General Electric Co.
OXFORD – kitchenware, ovenproof; Universal Potteries Inc.
OZIUM – Woodlets Inc.
P. E. R. CO – Waage Mfg. Co.
P-G – Parker-Gaines Div. Tex Machine Co.
P-G – Tex Machine Co. Parker-Gaines Div.
PACEMAKER – Hall Industries
PACEMAKER – Belvedere Space Saving Products Co.
PACEMASTER – Heatrite Inc.
PACIFIC – gas heaters, thermolator and air conditioner; Naco Mfg. Co.
PACIFIX – Wesix Electric Heater Co.
PAD-A-DAY – Kleen Test Prods.
PALMCAL – Palm Brothers Decalcomania Co.
PALMLAC – Palm Brothers Decalcomania Co.
PAMCO – Technical Porcelain & China Ware Co.
PAN AMERICAN – Solar Systems Inc.
PAN-KAKER – Everedy Co., The
PANASONIC – Matsushita Electric Corp. of America
PANELESCENT – Sylvania Electric Products Inc.

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

PANELRAY - Day & Night Mfg. Co.
PANHANDLER - Wolf Mfg. Co.
PANTRY-BAK-IN - Crooksville China Co.
PANTRY PARTNERS - Kromex Corp.
PANTRY QUEEN - Pantry Queen Products Corp.
PARAFLEX - Parallel Mfg. Corp.
PARAGON'S ORNAMENTS - Parazm Glass Works Inc.
PARALITE - Parallel Mfg. Corp.
PARALLEL MIRRORS - Parallel Mfg. Corp.
PARALLINE - Rotary Clothes Dryer Co.
PARAMIR - Parallel Mfg. Corp.
PARAMOSAIC - Parallel Mfg. Corp.
PARAMOUNT - Essick Mfg. Co.
PARAMOUNT - Allegretti & Co.
PARAPLASTIC - Parallel Mfg. Corp.
PARK LANE - Porter Carpet Sweeper Co.
PARK SPECIAL - Toro Mfg. Corp.
PARKER - Belvedere Space Saving Products Co.
PARKER - Lifetime Cutlery Corp.
PARKER-GAINES - Tex Machine Co. Parker-Gaines Div.
PARKERETTE - Parker Sweeper Co.
PARKHOUND - Eclipse Lawn Mower Co.
PARKS CAR SHAVER - Parks Co. Inc., Robert M.
PARKS SHAVER BOOSTER - Parks Co. Inc., Robert M.
PARKS SHAVER SET - Parks Co. Inc., Robert M.
PARLOR - Mascatine Broom Factory
PARMECO - Parker Metal Decorating Co.
PARTIE-PLATE - Miller R A Inds Inc.
PARTY 'N PATIO - Giftware Corp.
PARTY PAL - Masonware Co.
PARTY-PERK - Tricolator Mfg. Co.
PARTY POPS - Flambeau Plastics Corp.
PAR-X - Ever Hot Heater Co.
PASTEL - Rich & France Inc.
PATHFINDER - Eska Co. Inc., The
PATIO BOY - Big Boy Mfg. Co.
PATIO CHEF - NESCO Industries Inc.
PATIO FRYING PAN - General Products Co.
PATIO WARE - copper clad stainless steel outdoor cooking utensils; Revere Cooper & Brass Inc. Rome Mfg. Co. Div.
PATIO WARE - plastic serving ware; United Plastic Corp.
PATRICIAN - Schick Inc.
PATRIOT WARE - Revere Cooper & Brass Inc. Rome Mfg. Div.
PATTY-O-CANDLES - Empire Mfg. Co.
PAUL REVERE - Wagner Mfg. Co.
PAVILION - Troy Sunshade Co.
PEACH LUSTRE - Anchor Hocking Glass Corp.
PEACH LUSTRE ANCHORGLASS - Anchor Hocking Glass Corp.
PEACOCK - Stuart Lerner Inc., M.
PECO - Pacific Electricord Co.
PEEL MAID - Watson Bros. of Texas
PEEREDGE - Regent-Sheffield
PEERLEES - Reliable Metal Products Co. Inc.
PEERLESS - Tucker Duck & Rubber Corp.
PEERLESS BROIL QUIK - Roto Broil Corp. of America
PEGGY PERK - Enterprise Aluminum Co.
PELICAN GARMENT HANGER - Mission Industries
PEMCO - Power Equipment Mfg. Corp.
PENGUIN - Springer-Penguin Inc.
PENGUIN-PLAYBAR - Springer-Penguin Inc.
PENN SERVALL - Union Mfg. Co. Inc.
PENTHOUSE - Gilbert Co., A. C.
PEORIA - Peoria Metal Specialty Co.
PERAL - Eastern Metal Products Co.
PERCMASTER - Handcraft Mfg. Co.
PERCO-DRIP - Metalware Corp.
PERFECT - H. D. Electric Co.
PERFECTION - can openers; P. M. C. Mfg. Corp.
PERFECTION - cast iron cook ware; King Stove & Range Co.
PERFECTION - gas, electric and oil ranges and cook stoves, water heaters, portable ovens and broilers; Perfection Stove Co.
PERFEX - Brooklyn Fibre Broom Co. Inc.
PERK-AROMA - La Belle Silver Co. Inc.
PERMA-GLOW - Reflecto Letters
PERMA LID - Republic Molding Corp.
PERMA PLUG - Vocaline Co. of America Inc.
PERMA-PRESS - Modglin Co. Inc.
PERMA-SOFT - Milwaukee Dustless Brush Co.
PERMAFORM - All-Styles Hanger Co. Inc., The
PERMAGLAS - Smith Corp., A. O.
PERMO - National Sewing Machine Co.
PERPETUUM-EBNER - P E Phonograph Corp.
PET - Portable Electric Tools Inc.
PET OAK - Gray & Dudley Co.
PETER PAN - Teletone Co. of America
PFAFF - A C Weber & Co. of N. Y. Inc.
PHILHARMONIC - Symphonic Radio & Electric Corp
PHOENIX PHAN - Phoenix Fan & Blower Mfg. Co.
PHONOLA - Waters Conley Co. Inc.
PIC - Precise Imports Corp.
PIGGY-BACK - Shelfmaker Products Corp.
PIK-NIK - Washburn Co., The
PIK-SNAK GRILL - Paul Hess Products
PILLOW-MIST SPRAY - Dryrox Inc.
PINCOR - Pioneer Gen-E-Motor Corp.
PINES - Capson Mfg. Co.
PINHANDLER - Wolf Mfg. Co.
PIONEER - General Products Co.
PIONEER - OMC Engines & Equipment Div.
PIONEER - power mower and power tools; Pioneer Gen-E-Motor Corp.
PIXIE - Norcold Inc.
PIXIE BROOM - Atlantic Southwestern Broom Co.
PIXIE WARE - Holt-Howard Associates
PLANT-CHEM - Proen Products Co.
PLANT CULTIVATOR - Milwaukee Wire Frame Co.
PLANT MASTER - Milwaukee Wire Frame Co.
PLANTATION - Everedy Co.
#105 PLANTERETTE - Plastic Engineering Inc. Co. Inc.
PLANTERS PRODUCTS - Destruxol Corp. Ltd.
PLAS-TEX - Cal-Dak Co., The Inc.
PLASCO-MEMPHIS - Plastic Specialties Co.
PLASTICON - Jodor Mfg. & Sales Corp.
PLASTICRAFT - Postcraft Co.
PLASTOSEAL - Blossom Mfg. Co. Inc.
PLAYMATES - Quon-Quon Co.
PLAZA - Viking Glass Co.
PLUGMASTER - Cooper Hewitt Electric Co.
PLUS & LITE - Chatfield-Clarke Co. Div. of Crown City Lumber & Mill Co.
PLUSH-TEX - Sterling Rubber Products Co. Inc.
PLYMOUTH - Gordon Associates
PLYMOUTH - clocks; Seth Thomas Clock Co. Div. General Time Instruments Corp.
POCKET POSTOFFICE - Postamatic Co.
POINSETTIA - Wilson Rubber Co.
POINTCUT - H K Porter Inc.
POLAR CLUB - Gilbert Co., A. C.
POL-SOCS - Hardware Designers Inc.
POLLY BROOM - Dustmaster Corp.
POLLY-FLEX - Republic Molding Corp.
POLLY WAXER & PUSH BROOM - Dustmaster Corp.
POLORATOR - Vogt Appliance Co.
POLY PUSH BROOMS - Zephyr Mfg. Co.
POLY-SOFT - Sponge Specialties Mfg. Corp.
POLYWARE - Blisscraft of Hollywood
POM TONGS - Dill Mfg. Co.
PONY - O Ames Co.
PONY - outdoor power equipment; Toro Mfg. Corp.
POP-O-MATIC - corn poppers; Metal Ware Corp.
POP-O-MATIC - electric corn poppers; Dominion Electric Corp.
POPPER-PLUS - Wyndale Mfg. Corp.
POPPY - United States Steel Products Div. United States Steel Corp.
POPULAR - Electric Co., H. D.
POPUP - Samson-United Corp.
PORCELAIN - Franciscan Dinnerware
PORT-A-PLANTER - Willis-Reynolds Sales Corp.
PORT-A-RACK - Bush Brothers Products Corp.
PORT-A-VAC - Hamilton Beach Div. of Scovill Mfg. Co.
PORTA-BAND - Porter-Cable Machine Co.
PORTA-BARBECUE - Lieber, Charles A.
PORTA COOLER - Rabar Inc.
PORTA-FILE - Hamilton-Skotch Corp.
PORTA-FRIDGE - United Refrigerator Co.
PORTA-KART - Majestic Co. Inc., The
PORTA-LECTRIC - Armstrong Prod. Co.
PORTA-PLANE - Porter-Cable Machine Co.
PORTABLE-OUTLET REEL - Cordomatic Corp.
PORTAWASHER - Frantz Electric Industries Inc.
PORTER-CABLE HEDGESHEAR - Porter-Cable Machine Co.
PORTO - Elkhart Iron Works
POWER HANDLE - Toro Mfg. Corp.
POWER HOUSE - McGraw-Edison Co. Bersted Mfg. Div.
POWERAMA - General Appliance Mfg. Co.
POWER-O-MATIC - Power Equipment Inc.
POWER-O-MATIC - Power Equipment Inc.
POWER VENT - Progress Mfg. Co.
POWERHOUSE - Remington Corp.
POWERLAY - Delta Electric Co.
POWR-KORD - Royal Electric Corp.
PRAK-T-KAL - Practical Electric Prod. Inc.
PRELUDE - Viking Glass Co.
PREMIER - Hi-Test Premier Prods. Inc.
PREMIER - American Import Co., The
PREMIER - aluminum cooking utensils; Enterprise Aluminum Co.
PREMIER FANS - C & H Air Conditioning Fan Co. Inc.
PRES-TOE SHOPPING CARTS - Dennis Mitchell Industries
PRESCUT - Anchor-Hocking Glass Corp.
PRESCUT CRYSTAL - Anchor Hocking Glass Corp.
PRES-O-MATIC - Ark Mfg. Co.
PRESIDENT - Diamond Silver Co.
PRESRYTE - Atlas Textile Prods.
PRESS-EVER - Frohock-Stewart Co.
PRESS . Z . CLEAN - General Slicing Machine Co. Inc.
PRESSDOWN - Palm Brothers Decalcomania Co.
PRESSURE-LOCK - General Electric Co.
PRESSURE MESH - Swan Rubber Co.
PRESTIGE - Walters Mfg. Co.
PRESTO - Bogen-Presto Div. The Siegler Corp.
PRESTO - Frederick Co. Inc., R. A.
PRESTO - pressure cooker, deep fryers, vapor steam irons, coffee makers; National Presto Industries Inc.
PRESTO RUST STAIN REMOVER - Dryrox Inc.
PRETTYWARE - Pretty Products Co.
PREVORE - Prevore Electric Mfg. Corp.
PRIDE - Puritan Cordage Mills
PRIDECRAFT - Pride Mfg. Co.
PRIDECREST - Pride Mfg. Co.
PRIDELINE - Pride Mfg. Co.
PRIME - Lorch & Co. Inc., H.
PRIMROSE - Anchor Hocking Glass Corp.
PRINCESS - Aeronca Mfg. Corp.
PRINCESS - Regal Ware Inc.
PRINCESS - Viking Glass Co.
PRINCESS ANNE - Maryland Plastics Inc.
PRISCILLA - Beh Housewares Corp.
PRISCILLA - Roberts Colonial House Inc.
PRIZE - Amsterdam Broom Co.
PRIZER-WARE - Prizer-Painter Stove Works Inc.
PRO CEL - Arnold Inc., S. M.
PRO-TEX - Ballonoff Metal Products Co.
PROCTOR - Proctor-Silex Corp.
PRODUCT OF QUALITY - Lith-O-Ware Products Inc.
PROFESSIONAL - Toro Mfg. Corp.
PROTECT-O-MATIC - Rival Mfg. Co.
PRO-TEX - Ballonoff Metal Products Co.
PUBLIC SERVICE - Amsterdam Broom Co.
PUDGY-PIG - Ballak & Co.
PUNCH N COVER - Moeller Mfg. Co. Inc.
PURITAN - Hamburg Broom Co.
PURSE-PAL - Fremont Bag Co.
PUSH BUTTON - Gibson Refrigerator Co.
PUSH'N FILL - Walther Co., Ray J.
PUSSYFOOTER - Sessions Clock Co.
PYLON - Grove Plastic Prods.
PYREX - Corning Glass Works
Q-BUC - Frank Plastics Corp.
QUAKER - Heil-Quaker Corp.
QUAKER - Mor-Flo Heater Corp.
QUAKER MAID - Pearl China & Pottery Co.
QUAKER-MAID - Quaker Industries Inc.
QUALCAST MOWERS - Al Middleman
QUALITY - Yeoman & Co.

Trade Names

QUARTZONE INFRARED HEATER – Electromode Div. of Commercial Controls Corp.
QUEBEC – Farard Conrad Inc.
QUEEN – Bissell Carpet Sweeper Co.
QUEEN MARY PRISMATIC – Anchor Hocking Glass Co.
QUEEN'S MAID – Turner Corp., John C.
QUEEN'S WARE – Wedgwood & Sons Inc., Josiah
QUEENSWARE – Vollrath Co.
QUICK DRIP – West Bend Aluminum Co.
QUICK-GRIP – Rochow Swirl Mixer Co.
QUICK TRIM – Wiss & Sons Co., J.
QUICK-UP – Air-Way Electric Appliance Corp.
QUICK-WAY – Kautenberg Co., W. E.
QUICKIE HOT-POT – Algee Co., The
QUIET AND QUIET DELUXE – Robbins and Myers
QUIET KOOL – Du Mont Emerson Corp.
QUIK-HEAT – Alliance Ware Inc.
QUIK-VAC – Clements Mfg. Co.
QUONCO OF CALIFORNIA – Quon-Quon Co.
R. & M. – Robbins & Myers Inc. Hunter Div.
RP APRILAIRE – Research Products Corp.
R & M-HUNTER – Hunter Div.-Robbins & Myers Inc.
RADARANGE – Raytheon Co.
RADIA – Shepler Mfg. Co.
RADI-AIRE – Reynolds Elec. Co.
RADIANT – carpet sweepers; Porter Carpet Sweeper Co.
RADIANT – electric heater; General Electric Co.
RADIANT-AIRE – Monogram Industries Inc.
RADIANT CUTTING – Viking Glass Co.
RADIO LINE GARDEN CARTS – Radio Steel & Mfg. Co.
RAGENE – Jo-Do Specialty Co. Inc.
RAILITE – Superior Wall Products Co.
RAIN DRAIN – Rain Drain Inc.
RAIN-TROL – Western Brass Works
RAINBO – Gold Star Polish Mfg. Co. Inc.
RAINBOW – Baker & Co. Inc., H
RAINGER – Sherman Mfg. Co., H. B.
RAM – D Ames Co.
RANCH MASTER – Lambert Inc.
RANCHO – General Products Co.
RANGAIRE – Roberts Mfg. Co.
RANGEMASTER – Aubrey Hardware Mfg. Inc.
RANGER – lawnsweeper; Lambert Inc.
RANGER – Wood Shovel & Tool Co.
RANGER – power mowers; Eclipse Lawn Mower Co.
RANGETTE – Tipp Novelty Co.
RAPID – Bluffton Slaw Cutter Co.
RATTAN – Otto Gerdau Co., The
RAVENSTONE – Wedgwood & Sons Inc., Josiah
RAY-VEC – Electrend Products Corp.
RAYCINE – Oster Mfg. Co., John
RAZOR-BACK – Union Fork & Hoe Co., The
RAZOR-LITE – Union Fork & Hoe Co., The
RCA VICTOR – RCA Sales Corp.
RCA WHIRLPOOL – Whirlpool Corp. Administrative Center
REACH-O-MATIC – Easy Day Mfg. Co.
READI-RODS – Andrew Co.
#78 READING – Withers Sterling, G
REAL REELS – Salem Tool Co.
RECEPTO – Master Metal Products Inc.
RECESSED MEYERSCREEN – Fred Meyer of California
RED-CAP – Hudson Mfg. Co., H. D.
RED CAP PRODUCTS – Kimball Co., C. M.
RED CLOUD – Union Stove Works Inc.
RED DEVIL – Precision Products Inc.
RED DEVIL – Tip Top Brush Co. Inc.
RED HAWK – Union Fork & Hoe Co.
RED LABEL – Lodge Mfg. Co.
RED LINE – Northern Electric Co.
RED-MAN – Redmon Sons & Co., W. C.
RED-ROCK – Columbian Enameling & Stamping Co. Inc.
RED SEAL – Samson United Corp.
RED WING – Rugg Co., E. T.
REDBIRD – Delta Electric Co.
REDI-BAKER – Knapp-Monarch Co.
REDI DRYER – Knapp-Monarch Co.
REDI GLOVE – Diamond Products Co.
REDI-ICER – Knapp-Monarch Co.
REDI-MATIC – Knapp-Monarch Co.
REDI-OVEN – Knapp-Monarch Co.
REDI-POP – Knapp-Monarch Co.
REDI-TOASTER – Knapp-Monarch Co.
REDI-TORCH – Harrison Oil Specialties Inc.
REDI VAC – Red Devil Tools
REFLEXITE – Luce Mfg. Co.
REFRIG-N-FREEZ – United Refrigerator Co.
REFRIG-O-PEGS – Maggie Magnetic Inc.
REGAL – Royal Appliance Mfg. Co.
REGAL – Tatcher Ernest
REGAL – American Cushion-Tropical Sun Co.
REGENCY – Majestic Co. Inc., The
REGENT – Iona Mfg. Co. Inc., The
REGINA ELECTRKBROOM – Regina Corporation, The
REGINA ELECTRIKMOP – Regina Corporation, The
REGINA TWIN BRUSH – Regina Corporation, The Luggage Inc.
RELIABLE EXTENSION – Richbilt Mfg. Co.
RELIANCE – Bissell Carpet Sweeper Co.
REMARK-O – Regent-Sheffield
RENCO – Rensie Watch Co.
RENWOOD – Grand Rapids Dowel Works
REO – Motor Wheel Corp. Consumer Products Div.
REO ELECTRA-LAWN – Reo Motors Inc.
REO FLYING CLOUD – Reo Motors Inc.
REO REVO-JET – Reo Motors Inc.
REPLACE-A-WHISK – Travco Plastics Co.
REPUBLIC – Republic Molding Corp.
REPUBLIC HOSE – Lee Tire & Rubber Corp.
RESAL – Regal Specialty Mfg. Co.
REST-A-BAK – Take-Along Travel Chair Co.
REST 'N CYCLE – Imperial Electronics Mfg. Inc.
RESTMORE – Houtz & Barwick
REV-A-SHELF – Lake Drive Products Co. Inc.
REV-A-TRAY – Lake Drive Products Co. Inc. Mfg. Co.
REVERE – Mor-Flo Heater Corp.
REVERE WARE – Revere Cooper & Brass Inc.
REVERSO – Knapp-Monarch Co.
REX – Air Controls Inc.
REX – Cleveland Heater Co., The
REX AIRATE – Air Controls Inc.
RHINECOLD – Alaska Enterprises Inc.
RHINO-HIDE – Pacific Electricord Co.
RHYTHM IN WOOD – Select Wares Inc
RIBBONAIRE – Diehl Mfg. Co.
RIBMRAY – San-A-Lizer Div. Arm Industries Inc.
RIBNTONE – San-A-Lizer Div. Arm Industries Inc.
RID-O-RUST SPRAY – Dryrox Inc.
RIDGID – Ridge Tool Co., The
RINSE-QUIK – Wrightway Engineering Co.
RIPPLE – Hazel-Atlas Glass Co. Div. of Continental Can Co. Inc.
RITZ – Monarch Aluminum Ware Co., The
RITZ BLACK ANGUS – Marlun Mfg. Co.
RIVALAIRE – Rival Mfg. Co.
RIVIERA – American Artplex Inc.
ROACH BUTTONS – Harris Products Co. Inc.
ROACH-KIL-CAPS – Harris Products Co. Inc.
ROAST N BAKE – Heuck Co., M. E.
ROAST 'N BROIL – Lakewood Mfg.
ROAST-RYTE – NESCO Industries Inc.
RO-TA-REE – Rubon Inc.
ROBERTS 4 POINT – Roberts Colonial House Inc.
ROCK MAPLE – Air Control Products Inc.
ROCK-HARD – Gold Star Polish Mfg. Co. Inc.
ROCK'n RAIN – Sherman Mfg. Co., H. B.
ROCKET – Cleveland Heater Co., The
RODNEY KENT CREATION – Krischer Metal Products Company
1847 ROGERS BROS. – International Silver Co.
ROLATABLE – Salton Mfg. Co.
ROLDIP – Roll Dipper Inc.
ROLL-ABOUT – Westinghouse Electric Corp.
ROLL-EASY – General Electric Co.
ROLL OUT – Westinghouse Electric Corp.
ROLLER-MATIC – Wagner Mfg. Co., E. R.
ROLLERMAID – Fowler Corp.
ROLLING SHELFMAKER – Shelfmaker Products Corp.
ROLLKING – Rowco Mfg. Co. Inc.
ROLLKING TD-1000 – Rowco Mfg. Co. Inc.
ROMAC – Romac Inc. Div. of McCallum & Robinson Inc.
ROMAN GRILL – Key-Townes Antenna Co.
RONDELAY – Gailstyn Co.
RONDINE – Gailstyn Co.
RONFIL – Gailstyn Co.
ROOM-WARE – Kason Display Hardware Inc.
ROOMMASTER – Ajax Corp. of America
ROSCO – Rosenberg Bros.
ROSE OF SHARON – Viking Glass Co.
ROSEDALE – Electric Heater Co.
ROSEMEAD CERAMICS – Sylvan Ceramics
ROSEMERE – Harker Pottery Co.
ROSEPOINT – Steubenville Pottery Co.
ROSEWARE – Klein Max Inc.
ROSS – Chain Bike Corp.
ROTA-SHEAR – Allegretti & Co.
ROTHERM – Rotherm Engineering Co.
ROTHSCHILD GIFTWOODS – Rothschild Brothers Inc.
ROTI-GRILL – Party-Q Corp.
ROTI-MATIC – Party-Q Corp.
ROTI-RANGE – Party-Q Corp.
ROTICUL – Simplicity Mfg. Co.
ROTO-BASK-BROIL AND ROTO-K-BOB – U. S. Associates Inc.
ROTO-CHIEF – Canada Foundries & Forging Ltd.
ROTO CLIPPER – Falls Products Inc.
ROTO-GLO – Fasco Industries Inc.
ROTO-MAGIC AND ROTO-WIZARD – U. S. Associates Inc.
ROTO-MASTER – Master Appliance Mfg. Co.
ROTO-WIZARD – U. S. Associates Inc.
ROTORFAN – Campbell Irrigation Co.
ROUTO-JIG – Porter-Cable Machine Co.
ROVER – Amsterdam Broom Co.
ROYAL – cast aluminum utensils; National Aluminum Co.
ROYAL – electric food mixer; Dormeyer Corp.
ROYAL – step-on cans; Stuber & Kuck Co.
ROYAL CASTLE – Slumberest Co. Div. Electric Parts Inc.
ROYAL CHEF – Chattanooga Royal Co.
ROYAL CREST – Langner Mfg. Co.
ROYAL-CREST – Royal Chrome Housewares Inc.
ROYAL DRU-WARE – Evans International Inc.
ROYAL FIREPLACE FURNISHINGS – Special Products Co.
ROYAL MATE MAT – Crown Rubber Co.
ROYAL-MATIC – Robeson-Rochester Corp.
ROYAL ROCHESTER – Robeson Rochester Industries Inc.
ROYAL ROSE – Rose & Co. Inc., J.
ROYAL-RUBY – Anchor-Hocking Corp.
ROYAL STRATFORD – Datom Co. Inc.
ROYAL WHISKS – Deshler Broom Factory Inc., The
ROYALAIRE – Royal Appliance Mfg. Co.
ROYALAIR – Royal Vacuum Cleaner Co.
ROYALE – Lenox Plastics
ROYALMATIC – Rexilo Products Inc.
ROYALSHIRE – Ever-Wear Inc.
ROYALWARE – National Aluminum Mfg. Corp.
RP E Z KLEEN – Research Products Corp.
RP FILTER FRY – Research Products Corp.
RP GREASE FILTERS – Research Products Corp.
RP PAINT ARRESTORS – Research Products Corp.
RUFF & TUFF – Kautenberg Co., W. E.
RUG & FLOOR SCRUB-MASTER – Master Mfg. Co.
RUGMASTER; RUGSAVER – Turner Corp., John C.
RUTH – Gordon Associates
SSS-T – Fast Chemical Products Corp.
SABATIER – Moss Co. Inc. (Importer) S. I.
SAFE-T-GLO – Galbraith & Son Inc., C. C.
SAFE-T-HEAT – Galbraith & Son, C. C.
SAF-T-HOT – Hedges Mfg. Co. Inc., M. M.
SAF-T-LOK – Hudson Mfg. Co., H. D.
SAF-T-MOP 400 – Massasoit Co.
SAF-T TANK COVER – Akay Corp. Div. of Hauser Products
SAF-T-WASHBAG – Wickford Products Inc.
SAFE – Safe Padlock & Hardware Co. Sub. The American Hardware Corp.
SAFE-AIR – Kauffman Air Conditioning Co.
SAFE-CUT – Sentry Mfg. Co. Sub. Locke Stove Co.

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

SAFE-T-GUARD – General Slicing Machine Co. Inc.
SAFE-T-LITER – Empire Mfg. Co.
SAFE TRED MATS – Sterling Rubber Products Co. Inc.
SAFETY BATHMAT – Ideal Rubber Prods. Co.
SAFETY GRIP – Vanderbilt Products Inc.
ST. CLAIR – CCHA, Hammett-Mercury Div.
SALAD CHEF – Magic Hostess Corp.
SALBINA – Sabin China Co. Inc.
SALEM – Irmanton Prods. Co.
SALLY SMART – Transparent Specialties Corp.
SALTON HOTRAY – Salton Mfg. Co. Inc.
SAMCO – Syrall Mfg. Co.
SAMCO – Samuel Stamping & Enameling Co.
SAMPSON EXTENSION – Richbilt Mfg. Co.
SAN-FER-AN – Edwards & Co.
SAN-FOAM – American Textile Corp.
SANDALWOOD SPATTER – Lincoln Metal Products Corp.
SANDY MAC – Ever Hot Heater Co.
SANETTE – Master Metal Products Inc.
SANI-EM-TOR – Standard Vacuum Cleaner Mfg. Co.
SANI-FILM – American Textile Corp.
SANI-MASTER – Russakov Co.
SANI-SEALED – Aladdin Industries Inc.
SANI-SLIP – American Textile Corp.
SANI SMOKERS – Chicago Metallic Mfg. Co.
SANI-SPEED – Roper Corp., Geo. D.
SANI-SWEEP BROOM – Ideal Rubber Prods. Co.
SANITARY – Canton Stamping & Enameling Co.
SANITIZOR – Airway Electric Appliance Corp.
SANOFLEX – General Electric Co.
SATIN-GLO – West Bend Aluminum Co.
SATIN-RAY – West Bend Aluminum Co.
SATURN – Lectrolite Corp.
SAV-A-STEP – I-K-I Mfg. Co. Inc.
SAVAGE YARD CHIEF, POWER CHIEF, ROTOR CHIEF, DYNA CHIEF EIGHTEEN – Savage Arms Corp. Lawn Mower Div.
SAVAGE SUPER CHIEF – Savage Arms Corp., Lawn Mower Div.
SAVOY – Modern Carpet Sweeper Co. Inc.
SAWZALL – Milwaukee Electric Tool Corp.
SAWZITT – Milwaukee Electric Tool Corp.
SAXONY – Seymour Tool & Engineering Co. Inc. Seymour Housewares Div.
SAY-WHEN – Creative Industries Inc.
SCHRADE-WALDEN – Imperial Knife Associated Companies Inc.
SCHURR-WAY – Schurr Products
SCOOPMASTER – Bonny Products Co.
SCOT – Walker Metal Products Co.
SCOTTIE – Seth Thomas Clocks Div. of General Time Corp.
SCOUT – Great Lakes Tractor Co., The
SCRAM – Curran Co., Frank J.
SCRAM MOTH – Esquire Chemical Co. Div. of Frank Curran Co., J.
SCRAPE-N-BRUSH – Alwin Products
SCREWY – Ideal Rubber Prods. Co.
SEA MADE – Arnold Inc., S. M.
SEABREEZE; SEA GULL – Emerson Elec. Mfg. Co.
SEAGRASS – Schroeder & Tremayne Inc.
SEAL-TIGHT – Root-Lowell Corp.
SEAL-TITE – Berkson Prods.
SEALTEST – Lincoln Company, A.
SEAWOOL – Schroeder & Tremayne Inc.
SEE-SAFE – Mehl Mfg. Co.
SELECT-A-BEAM – Justrite Mfg. Co.
SELECT-A-HEAT – General Electric Co.
SELECT-O-SWITCH – General Electric Co.
SELECT SHAKER – Floyd Tucker Co.
SELF-SET – Sanders & Co., Ray
SENECA – Titan Mfg. Co. Inc.
SENIOR – Dazey Corp.
SENTINEL – electric illuminating house numbers; Peerco Inc.
SENTINEL – iron; Westinghouse Electric Corp.
SENTINEL – electric water heaters; National Steel Construction Co.
SERIES 600 – Mutschler Brothers Co.
SERIES 700 – Mutschler Brothers Co.
SERIES 800 – Mutschler Brothers Co.
900-SERIES – Mid-States Rubber Products Inc.
SERV-A-BAR – Solar Systems Inc.
SERV-A-DISH – Superior Paper Products Div. of St. Regis Paper Co.
SERV-ALL – Cerny Mfg. Co.
SERV-O-MAT – Rival Mfg. Co.
SERVESPOON – Ace Mfg. Co. Inc.
SERVESWARE – Ace Mfg. Co. Inc.
SERVET – International Silver Co.
SERVI-SET – Westinghouse Electric Corp.
SERVICEMADE – Stainless Metals Inc.
SERVING OVEN – West Bend Aluminum Co.
SERVO-KING – Northland Aluminum Products Inc.
SERVUS – Shen Mfg. Co., The
SET O-SWIV – Gold Star Polish Mfg. Co. Inc.
SHAAF & GOOD CO. – Case Shear Corp.
SHAK-O-MATIC – Easy Day Mfg. Co.
SHAKE'N STIR – Walther Co., Ray J.
SHAMROCK – Neatway Products Inc.
SHELFMAKER – Shelfmaker Products Corp.
SHELV-IT-ALL – S A Hirsh Mfg. Co.
SHERWOOD – Westinghouse Electric Corp.
SHINE-MAID – Union Wadding Co.
SHOALDA-SHAPE – All-Styles Hanger Co. Inc., The
SHOE KEEPERS – Rochester Shoe Tree Co. Inc.
SHOKLESS HEATERS – Kneisley Electric Co.
SHOKLESS PAINT WARMERS – Kneisley Electric Co.
SHOP-KING – Arrow Metal Products Co.
SHOPMATE – Portable Electric Tools Inc.
SHOVELAIRE FANS – C & H Air Conditioning Fan Co. Inc.
SHRED-O-MAT – Rival Mfg. Co.
SHREDALL – Hedlund Co., W. T.
SHU-VALET – Warner Co., S. G.
SHUR EDGE – Robeson Cutlery Co. Inc.
SHUR WOOD – Robeson Cutlery Co. Inc.
SIERRALITE – Sierra Electric Corp.
SIERRAWARE – Sierra Electric Corp.
SIESTA – Keen Mfg. Co.
SIGHTMASTER – Art Specialty Co.
SIGNAL – King-Seeley Corp. Signal Electric Div.
SILCO – International Silver Co.
SILEX – Proctor-Silex Corp.
SILV-A-KING – International Appliance Corp.
SILVA-CHIPS – Woodlets Inc.
SILVER – McDowell Mfg. Co.
SILVER ARROW – Hanson Scale Co.
SILVER BEAM – Economy Electric Lantern Co.
SILVER-CHEF – Dormeyer Corp.
SILVER CLIPPER – Hanson Scale Co.
SILVER FOREST – Arandell Products Co.
SILVER-GLO – West Bend Aluminum Co.
SILVER GLOW – United States Silver Tree Co.
SILVER KING – Falls Products Inc.
SILVER SEAL – Century Metalcraft Corp.
SILVER SHEEN – Saxton Inc.
SILVER SHIELD – Ballonoff Metal Products Co.
SILVER STAR – Porter Carpet Sweeper Co.
SILVER-STREAK – Diack Co., A. Geo.
SILVER TWIST – Arandell Products Co.
SILVERCRAFT – Farber Bros.
SILVERGLOW – Enterprise Aluminum Co.
SILVERLIKE – Griswold Mfg. Co.
SILVERLINE-SILVERLITE – Wagner Mfg. Co.
SILVERLITE – electric lanterns; Delta Electric Co.
SILVERSHEEN – Utica Cutlery Co.
SIMCO – Moss Co. Inc. (Importer) S. I.
SIMMER SERVER – Cornwall Corp.
SIMPLEX – Hudson Mfg. Co., H. D.
SIMPLEX – coffee makers; General Electric Co.
SIMPLICITY – Hazel-Atlas Glass Co. Div. of Continental Can Co. Inc.
SINGING LADY – Welmaid Products Inc.
SIZZLER – Union Steel Product Co.
SKALLOPING SHEARS – Wiss & Sons Co., J.
SKEWS – Heuck Co., M. E.
SKIL-BROIL – National Aluminum Mfg. Co.
SKILCRAFT – Lightouse Industries of the New York Assoc. for the Blind
SKOL – Hazel-Atlas Glass Co. Div. of Continental Can Co. Inc.
SKOTCH GRILL – Hamilton-Skotch Corp.
SKOTCH ICE – Hamilton-Skotch Corp.
SKOTCH KOOLER – Hamilton-Skotch Corp.
SKYLANDER – Hamilton-Skotch Corp.
SKYSCRAPER – Bornside H.B.
SLEEP-IN – Hamilton Beach Div. of Scovill Mfg. Co.
SLICE-A-SLICE – Ace Mfg. Co. Inc.
SLICE-CRAFTER – National Food Slicing Machine Co.
SLIM GYM – Central Stamping & Mfg. Co.
SLIP-ON – Associated Articles Mfg. Co.
SLO-KOOK – Waage Mfg. Co.
SLUMBER GLO – Rodale Mfg. Co.
SMAMALLOY – Malloy Dan Co.
SMART HOUSEWARES – Rogers Plastic Corp.
SMART'S – Canada Foundries & Forgings Ltd.
SMOG-FREE – Radex Corp.
SMOKE-LESS – G & S Metal Products Co.
SMOOTHTOP – Standard Gas Equipment Corp.
SNACK SERVER – Son-Chief Elec. Inc.
SNAP-CUT – Smith & Son Inc., Seymour
SNAP-TITE – Moeller Mfg. Co. Inc.
SNAPIT – Cable Electric Products Inc.
SNAPPER – McDonough Power Equipment Inc.
SNAPPIN' TURTLE – McDonough Power Equipment Inc.
SNARK – General Mower Corp.
SNO-CHASER – National Brush Co.
SNO-MOVER – Pincor Products
SNOW-BLO – Sensation Mower Inc.
SNOW-BOY – OMC Engines & Equipment Div.
SNOW HOUND – Toro Mfg. Co.
SNOW QUEEN – Richmond Cedar Works Mfg. Co.
SNUG-FIT – Lorch & Co. Inc., H.
SNUG-FIT PLATE HANGERS – Endicott-Seymour of Ann Arbor
SO FRESH – Surco Products Inc.
SODA KING – Kidde Mfg. Co.
SODA KING SYPHON – Kidde Mfg. Co. Inc.
SOFT TOUCH – Brookville Glove Co.
SOFTDRI – Hallmark Inds. Corp.
SOFTEE – Dean, Dorothy
SOFTEE – Ever-Shine Polishing Cloth Co.
SOLA – Evans International
SOLAIRE HEAT EXCHANGE – Solar Systems Inc.
SOLAYS – Poole Products Co.
SOUTHERN – barbecue equipment; Burr-Southern Corp. of California
SOUTHERN – deep fryers; Eastern Metal Prod. Co.
SOUTHERN MAID – National Aluminum Mfg. Co.
SOUTHERN PRIDE COOKERS – Jones Machine & Foundry Co. Inc.
SPACE MISER – Sanjo Utility Mfg. Co.
SPACE SAVER PANTRYWARE – Harwell-Kilgore Sales Corp.
SPACEPOLES – Shelfmaker Products Corp.
SPARKELITE – Duro-Lite Lamps Inc.
SPARKLE – Vining Broom Co.
SPARKLE-WARE – Bridgeport Moulded Products Inc.
SPARKLET SYPHON – Sparkle Devices Inc.
SPARTAN – Chatham Brass Inc.
SPARTAN – Roths Industries Inc.
SPARTAN – Toro Mfg. Corp.
SPATTER-PRUFE LID – Magic Hostess Corp.
SPATULA TONGS – Dill Mfg. Co.
SPEE-DEE – electric portable mixer; Appliance Corp. of America
SPEE-DEE – electric housewares; Eastern Metal Products Corp.
SPEED – Trowbridge-Conveyor Co.
SPEED-BROIL – Gala Appliance Mfg. Inc.
SPEEDAIRE – Dayton Electric Mfg. Co.
SPEED-MASTER – Son-Chief Electrics Inc.
SPEED-SLICER – National Food Slicing Machine Co. Inc.
SPEED SWEEP – Milwaukee Dustless Brush Co.
SPEED WASH – Milwaukee Dustless Brush Co.
SPEEDI-HEAT – Everedy Company, The
SPEEDMASTER – West Bend Aluminum Co.
SPEEDO – Dazey Corp.
SPEEDTOOLS – Thor Power Tool Co.
SPEEDWAY – Karith Chemical Co.
SPICE CHEST – Guild Radio & TV Corp.
SPIFFY – Crest Specialty Inc.
SPIKEASY – Jodor Mfg. & Sales Corp.
SPIKIE – Wilson Plastics Inc.
SPIN-A-BRUSH – Portable Electric Tools Inc.
SPIN-O-MATIC – General Appliance Mfg. Co.

Trade Names

SPORTLAWN – Toro Mfg. Corp.
SPORTSMAN – Toro Mfg. Corp.
SPORTSMAN – flashlights; Ray-O-Vac Co.
SPOTLESS – Kordite Company
SPRA-WELL – Standard Container Inc.
SPRAY-CART – Hudson Mfg. Co., H. D.
SPRAY MATES – Sherman Mfg. Co., H. B.
SPRAYCAT – Root-Lowell Corp.
SPRING BLOSSOM – Idealware Inc.
SPRINGFIELD – garden tractor; Quick Mfg. Inc.
SPRINGFIELD – lawn mowers; Heineke & Co.
SPRINGFIELD – lawn sweeper; Parker Sweeper Co.
SPRINKLEMIST – Otto Bernz Co. Inc.
SPROUT – Bush Brothers Products Corp.
SPRUSTEX – Gem Inc.
SPUN-WEAVE – Weiss & Klau
SPUTNIK – Mission Home Products Inc.
SQUARE DEAL – American Broom Mfg. Co.
SQUARESPRAY – Proen Products Co.
SQUEEGIE 'N' SPONGE – Ideal Rubber Prods. Co.
SQUEEZ-KLIP T. M. – Republic Fastener Prods. Corp.
SQUEEZE-EASY MOP – Ideal Rubber Prods. Co.
SQUEEZE 'N' SERVE INFANT FEEDER – Bonley
STA-KOOL – Sexton Can Co. Inc.
STA-PUT – Carlson Products Inc.
STACK-EM-PADS – Roberts Colonial House Inc.
STAK GLASS – Langbein-Giftwares Division
STANDARD – enameled ware; United States Stamping Co.
STANDARD – galvanized ware; Atlantic Stamping Co.
STANDARD – garden hose; Quaker City Rubber Co.
STANLEY – Landers, Frary & Clark
STANLEY-HANDYMAN – Stanley Tools
STAR – Majestic Seat Co. Inc.
STAR – can openers; Turner & Seymour Mfg. Co.
STAR – garden hose; Goodrich Co., The B. F.
STAR – refrigerators; King Refrigerator Corp.
STAR – washers; Speed Queen Corp.
STAR-A – Star-A Electric Mfg. Co. Inc.
STAR BURST – Bush Brothers Products Corp.
STAR GLOW – Metal Parts Corp.
STAR-LUME – Enterprise Aluminum Co.
STARBRITE – Reflecto Letters
STARDUST – Vogue Mfg. Co. Inc.
STARFLYTE – Portable Electric Tools Inc.
STARLAWN – Toro Mfg. Corp.
STARLINE – Lubbers & Bell Mfg. Co.
STARLITE – Hazel-Atlas Glass Co. Div. of Continental Can Co. Inc.
STARLITE – garden hose; American Biltrite Rubber Co.
STATESMAN – Keen Mfg. Co.
STEAM-O-MATIC – Rival Mfg. Co.
STEAMER-KLEANER – Surco Products Inc.
STEEL-STRAIN – Fremont Bag Co.
STEEL QUEEN – Ranney Refrigerator Co.
STEELHEAD LINE – Huss Brush Works
STEELMASTER – Steelmasters Inc.
STEEM KLEEN – Master Specialty Products Mfg. Co.
STEERHEAD – Goodell Co.
STEGOR – Gorham Mfg. Co.
STEP-A-LITE – Clover Lamp Co. Inc.
STERE-O-MATIC – V-M Corp.
STERI-SAN – Selectronair Inc.
STERILAIRE – Ultra Violet Products Co.
STERLING – Essick Mfg. Co.
STERLING – Waldorf Heater Co.
STEWART-AIRE – Stewart Industries Inc.
STIK-M-STA – Citation Housewares Inc.
STIK-TITE – Miracle Grip
STORE 'N POUR – Century Plastic Co.
STORM KING – Brocar Inc.
STOVE-DOME – Universal Blower Co.
STOWAWAY – Prepac Inc.
STRATOVISION – Westinghouse Electric Corp.
STREAMLINE – Dominion Electric Corp.
STREAMLINE BROOMS – Zephyr Mfg. Co.
STREAMLINE DUST MOPS – Zephyr Mfg. Co.
STREAMLINE FEATHERWEIGHT – General Elec. Co.
STREAMLINER – Porter Carpet Sweeper Co.
STRETCH-A-BAR – Sanjo Utility Mfg. Co.
STROKE-SAVR – Landers, Frary & Clark
STROMBECKER – Dowst Mfg. Co.
STROMBERG-CARLSON – General Dynamics /Electronics Div. of General Dynamics Corp.
STRONGMAN – Kamkap Inc.
STYLE "B" HOSE REEL – Wirt & Knox Mfg. Co.
STYLE-LITE – Troike Sales
STYLE-WRAP – Cleo Corp.
STYLECRAFT STUDIOS – Social Supper Inc.
SUBURBAN – built-in ranges; Samuel Stamping & Enameling Co.
SUBURBAN – General Appliance Mfg. Co.
SUBURBAN – power mower; Louisville Electric Mfg. Co.
SUBURBANITE – Easy Day Mfg. Co.
SUCCESS – Hamburg Broom Works Inc.
SUFFOLK – Follows & Bate Ltd.
SUFFOLK MOWERS – Al Middleman
SUMMER GOLD – Troy Sunshade Co.
SUN-AIRE – gas and electric clothes dryers; Stiglitz Corp.
SUN-AIRE – electric deodorizers; Sun-Kraft Health Products Inc.
SUN BEAM – Fulton Mfg. Co.
SUN PORCH – Kamenstein Co., M.
SUN SHOWER – Poloron Products Inc.
SUN VALLEY MELMAC – Stetson China Co.
SUNBURST – crystal tumblers, desert set, pitcher, etc.; Anchor-Hocking Glass Corp.
SUNBURST – electric heaters; Samson United Corp.
SUNBURST – heating pad; Saxony Electronics Inc.
SUNNY – Master Appliance Mfg. Co.
SUNNY MAID – Shen Mfg. Co., The
SUNRAY – Auto City Plating Co.
SUNSET BOOKS – Lane Book Co.
SUPER-AIRE – Superior Elec. Products Corp.
SUPER-AUTOMATIC – General Electric Co.
SUPER-CAST – National Aluminum Mfg.
SUPER-CEL – American Sponge & Chamois Co. Inc
SUPER CONCENTRATOR – Norge Div. Borg-Warner Corp.
SUPER EBONETTES – Pioneer Rubber Co.
SUPER EDGE – Utica Cutlery Co.
SUPER-HOT – National Aluminum Mfg. Co.
SUPER-JET AERATOR – Melard Mfg. Corp.
SUPER LECTRIC – Superior Elec. Products Corp.
SUPER LOGGER – Lancaster Pump & Mfg. Co. Inc.
SUPER-MAT – Gering Plastics Div. Studebaker-Packard Corp.
SUPER MATIC – Superior Electric Products Corp.
SUPER MIX – Superior Electric Products Corp.
SUPER-POWER; SUPER SAFE – Samson United Corp.
SUPER QUALITY – National Presto Industries
SUPER SLICER – National Food Slicing Machine Inc.
SUPER SWEEP – Vining Broom Co.
SUPER-VAC – Landers, Frary & Clark
SUPERBA STYLINGS – Dee Mfg. Corp.
SUPERFLAME – King-Seely Corp. Queen Products Div.
SUPERIOR – Bremer Co., W. S.
SUPERIOR – Rocklin Mfg. Co.
SUPERLECTRIC – Superior Electric Products Corp.
SUPERLITE – Superior Wall Products Co.
SUPERLON – Superior Plastics Inc.
SUPERMATIC – La Belle Silver Co. Inc.
SUPERTAN – Ultra-Violet Ray Laboratories Inc.
SUPERTWIST – Goodyear Tire & Rubber Co.
SUPREME – stainless steel cutlery; Ace Products Co.
SUPREME – step-on cans; Stuber & Kuck Co.
SURE ALARM – Rensie Watch Co.
SURE-GRIP – Frohock-Stewart Co.
SURE-LITE – Surprise Specialties
SURE-SEAL – Root-Lowell Corp.
SURE SHARP – Edlund Co.
SURE-TEX – Surprise Specialties
SWAN – Jackes-Evans Mfg. Co.
SWANSEAL – Swan Rubber Co.
SWEDISH MASSEUR – Imperial Electronics Mfg. Inc.
SWEDISH REGENT – Bloomfield Industries Inc.
SWEEP-A-LOT – Porter Carpet Sweeper Co.
SWEEP-AWAY – Easy Day Mfg. Co.
SWEEP-EASY – Flat Steel Mfg. Co.
SWEEP-RITE – Alwin Products
SWEEP STYLE – Pearl-Wick Corp., The
SWEEPY – Hamburg Broom Works
SWEETCORK – Ellwood Co., The (Cork Importers)
SWIFT – Superior Electric Products Corp.
SWIFTEE PAINT ROLLERS – Colonial Brush Mfg. Co.
SWIMASTER – Southern National Mfg. Co.
SWING – Vining Broom Co.
SWING-A-WAY – Swing-A-Way Mfg. Co.
SWING BROOM – Vining Broom Co.
SWING-TIME – McArthur & Sons Inc., Geo.
SWIRL – Hazel-Atlas Glass Co. Div. of Continental Can Co. Inc.
SWIRL – Rochow Swirl Mixer Co.
SWIRL-FLO – Aeronca Mfg. Corp.
SWIRLTOP – Moddy Machine Products Co.
SYCAMORE – Falls Products Inc.
T. A. C. – Crane Imports Inc.
T P – Tucker Products Inc.
TABLE-HIGH – Clevlenad Heater Co., The
TABLE-MATE STAINLESS BY IMPERIAL – Imperial Knife Associated Companies Inc.
TABLE-TOP – Handley-Brown Heater Co.
TABLE TOPPER – Dazey Corp.
TALLCHIEF – Leiner George & Co., S.
TALLCUPS – Walther Co., Ray J.
TALLSCOOPS – Walther Co., Ray J.
TALLSHAKES – Walther Co., Ray J.
TALLSTIRS – Walther Co., R J.
TALLY-HO – Columbia Wax Products Co.
TAMCOID – Table Art Mat Corp.
TAN-A-RAY – Penetray Corp.
TANKETTES – Dean, Dorothy
TAPE-O-MATIC – V-M Corp.
TAPER TREES – Carey-McFall Co.
TARGET – Anchor Hocking Glass Corp.
TARGETWARE – Columbus Plastic Products Inc.
TARTAN – Poloron Products Inc.
TAYLOR – Airguide Instrument Co.
TAYLOR JR. – Pressweld Inc.
TCA TRU-TEMP – Thermometer Corp. of America
TEA-O-MAT – Jet-O-Mat Corp.
TEA MAID – Forman Family Inc.
TEAKET – Silex Co.
TEAKOE – Ekco Products Co.
TEDDY – Easy Day Mfg. Co.
TEEL – Dayton Electric Mfg. Co.
TEL-A-LITE – Knapp-Monarch Co.
TEL-O-PAD – Miller R A Inds Inc.
TELE-HEET – Standard-Hygrade Electric Co.
TELECTRO – Du Mont Emerson Corp.
TEMPO – Hazel-Atlas Glass Co. Div. of Continental Can Co. Inc.
TEMPOS – American Thermos Products Co.
TEMPTRAY – Akay Corp. Div. of Hauser Products
TENT 'N' TRAIL KIT – Dietz Co., R. E.
TEPCO – Enamel Products Co.
TEXAS-WARE – Plastic Mfg. Co.
TEXTOLITE – General Electric Co., Laminated Products Dept.
THE BARREL LINE – Treasure Craft
THE FULTON LINE – Patent Novelty Co.
THE GOLDEN LINE – Saxton Inc.
THERM-A-CHEST – Knapp Monarch Co.
THERM-A-JAR – Knapp-Monarch Co.
THERM-A-JUG – Knapp-Monarch Co.
THERMA-CANTER – Giftware Corp.
THERMA-PAC – Giftware Corp.
THERMA-WOOD – Giftware Corp.
THERMADOR – Norris Thermador Corp.
THERM MASSAGE – Sibert & Co. Inc.
THERMASSAGE – Profile Inc.
THERMIC – Royal Mfg. Co.
THERMO – Coors Co. Inc., H. F.
THERM-O-DIAL – Tital Mfg. Co. Inc.
THERMO BUFFET – Cornwall Corp.
THERMO-CORE – Mardigan Corp.
THERMO-COOL – Thermo-Electronics Inc.
THERMO-SERV – N F C Engineering Co.
THERMO TABLE – Cornwall Corp.
THERMO-TOTE – Wilmart Prod. Corp.
THERMO-TRAV'LER – Thermo Fashion Corp.
THERMO TRAY – Cornwall Corp.
THERMODOWN – General Electric Co.
THERMOFROST – Prepac Inc.
THERMOLAIRE – Birmingham Stove & Range Co.

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

THERMOS - American Thermos Products Co., The
THICK-N-THIN - G & S Metal Products Co.
THINLINE-RAC - General Electric Co.
THIRSTY GIANT - Glove Div. Riegel Textile Corp.
THOMAS A. EDISON - Albion Div. McGraw-Edison Co.
THOR - Kent Plastics Inc.
2-IN-1 - Curran Co., Frank J.
3-D SKILLET INSERT - Magic Hostess Corp.
THREE-U-LITE - Northern Incandescent Lamp Co.
3-WAY - Ballonoff Metal Products Co.
THREE-WAY - 3-Way Thermometer Co.
THRIFT-PAK - Cleo Corp.
THRIFT-WELL - Continental Stove Corp.
THRIFTEE - Kautenberg Co., W. E.
THRIFTMASTER - Getz Corp., George Modern Div.
THRIFTY GAL - Boland Mfg. Co.
THRUSH - Jackes-Evans Mfg. Co.
THUNDERBIRD - Poloron Products Inc.
TI MITE PLUS - Paragon Electric Co.
TI-DEE - Erie Mop & Wringer Co.
TIDEE MAID - Flambeau Plastics Corp.
TIDY HAMPER - Dennis Mitchell Industries
TIDY-MAT - Gering Plastics Div. Studebaker-Packard Corp.
TIDY SWEEP - Turner Corp., John C.
TIDY-TUB - Master Mfg. Co.
TIE MONARCH - Mission Industries
TIE PRINCE - Mission Industries
TIE VALET - Mission Industries
TILLAGER - Jacobsen Mfg. Co.
TILTA-BREEZE - Lau Blower Co.
TILT-AWAY - Luderus Brothers
TILT TABLE - Modern Space Master Product Inc.
TILT TIP - N. Y. Standard Mfg. Co. Inc.
TILT-TOP - Karmax Corp.
TILTING HOOD - Emerson-Pryne Co.
TIMCO - Thomas Co. Inc., The
TIME - Tork Clock Co.
TIME-AID - Paragon Electric Co.
TIME-ALL - International Register Co.
TIME SAVER - Kautenberg Co., W. E.
TINY TOT - Extension Drawer Support Co.
TIOY TAINER - S & F Co.
TITAN - Propulsion Products Co.
TITE-SEAL - Burton Mfg. Co.
TK MONOTUBE - Tuttle & Kift Inc.
TOAST-ELITE - Superior Electric Prod. Corp.
TOASTALL - Bonley Products Co. Inc.
TOASTAMAGIC - Landers, Frary & Clark
TOAST-O-MATIC - Son-Chief Elec. Inc.
TOASTELITE - Toastswell Co., The
TOASTWICH - Manning Bowman & Co.
TOGO - Gray & Dudley Co.
TOLL HOUSE - Columbia Wax Products Co.
TOM THUMB - Fulton Mfg. Co.
TOM THUMB - Automotive Radio Mfg. Co. Inc.
TOMMEE TIPPEE - Westland Plastics Inc.
TOOTSIETOY - Dowst Mfg. Co.
TOP LINE - Tannessee Valley Associates Inc.
TOP-O-STOVE - National Aluminum Mfg. Co.
TOPPER - Bridge Tables & Novelties Inc.
TORRIDAIRE - Tennessee Stove Works
TOSHIBA - Transistor World Corp.
TOSTWICH - Reich & Co., Ernest
TOUCH O WOOD - Modern Space Master Product Inc.
TOUCHETTE - Rodale Mfg. Co.
TOUGH - Corning Glass Works
TOWEL TOTE - Maggie Magnetic Inc.
TOWELUX - Wolf Mfg. Co.
TOWN & COUNTRY - Giftware Corp.
TOWN & COUNTRY - Magnolia Products Inc.
TOWN & COUNTRY - Hedlund Co., W. T.
TOWN & COUNTRY - Washington Forge Inc.
TOWN HOUSE - Reo Motors Inc.
TOWN HOUSE WALNUT - Gilley Inc.
TOY LIGHTS - Aerolux Light Corp.
TRADITIONAL - Pfaltzgraff Pottery Co.
TRAIL-MASTER - Ranney Refrigerator Co.
TRAIL-R-VENTOR - Universal Blower Co.
TRAILBLAZER - Hamilton-Skotch Corp.
TRAILER KING - Swanco Div. Toccoa Metal Products Co. Inc.
TRAMS - Almart Inc.
TRANQUIL WARE - Byrd Plastics Inc.
TRAY-L-BAR - Ever-Wear Inc.
TRAVEL TRIO - Alger Creations
TRAVELAIRE - Metalaire Products Div. McGraw-Edison Co.
TRAVELER - Sherman Mfg. Co., H. B.
TRAVELETTE - Dominion Electric Corp.
TRAYMASTER DELUXE - Karoff Originals Ltd.
TRAYTABLES - Trimble Products Inc.
TREASURE CHEST - Ideal Metal Crafters
TREE BRAND - Boker & Co. Inc., H.
TRELOCK - Hamilton Import Corp.
TRI-COLOR - Troike Sales
TRICOAT - Vollrath Co., The
TRICOLD - Potter Refrigerator Corp.
TRIDENT - Moss Co. Inc. (importer) S. I.
TRIG - West Bend Company, The
TRIGGER GRIP - Francis Company, A. W.
TRILLET - Evaredy Co., The
TRILMONT SAFETY HEATERS - Trilmont Products Co.
TRIM-KUT - Rowco Mfg. Co. Inc.
TRIMZ - Meyercord Co., The
TRIO - Hazel-Atlas Glass Co. Div. of Continental Can Co. Inc.
TRIONIZED AIR - Trio Inc.
TRIUMPH - Laughlin China Co., Homer
TROJAN - Ultra-Violet Ray Lab Inc.
TROPI-GROWER - Willis-Reynolds Sales Corp.
TROPIC AIRE - McGraw-Edison Co. Bersted Mfg. Div.
TROPIC-AIRE - Albion Div. McGraw-Edison Co.
TROPICAL GARDEN - Hazel-Atlas Glass Co. Div. of Continental Can Co. Inc.
TROPICAL; TROPICAL THREE - Poloron Prods. Inc.
TROPIC-MIST - Lakewood Engineering and Mfg. Co.
TROPIC ROYAL - Otto Gerdau Co., The
TRU BLU - Wood Shovel & Tool Co.
TRU-BUILT CABINETS - McConnell Cabinet Shop Inc.
TRU-EDGE - Ontario Knife Co.
TRU-WAY - Continental Scale Co.
TRU-WHITE - Duro-Lite Lamps Inc.
TRUE FORM - Milwaukee Wire Frame Co.
TRUE WARE - Prestige Hardware Corp.
TRUNAID - Algoma Net Co.
TRUMP - Animal Trap Co.
TRUMPET-WARE - Trump Plastics Co.
TRUMPETT - National Silver Co.
TRYME EARLY AMERICAN SPICE GIFTS - Davis Mfg. Co. Inc.
TUBBERS - Andrew Co.
TUCKAWAY - Howard Housewares
TUDOR PLATE - Oneida Ltd.
TUF SPONG - Malloy Dan Co.
TUK-A-WAY - Warner Co., S. G.
TUNIS - General Electric Co.
TURBO-CUT - Jacobsen Mfg. Co.
TURBOCONE - Jacobsen Mfg. Co.
TURF - Gering Plastics Div. Studebaker-Packard Corp
TURF BOY - Wood Shovel & Tool Co.
TURF KING - Hall Industries
TURF LITE - Wood Shovel & Tool Co.
TURF-RIDER - Keen Mfg. Co.
TURFMASTER - Dille & McGuire Mfg. Co.
TURN-A-SLICE - Son-Chief Electric Inc.
TURN EASY - Landers Frary & Clark
TURN TYTE - Rodale Mfg. Co.
TURTLE - Ox Fibre Brush Co.
TU WAY - Edlund Co.
TV LAMP CLOCK - Pennwood Numechron Co.
2-SPRAY - Hudson Mfg. Co., H. D.
20-IN-1 - New Method Mfg. Co.
TWIN BAR B SKEWS - Heuck Co., M. E.
TWIN BEAM - Economy Electric Lantern Co.
TWIN FLUE - Copper-Clad Malleable Range Co.
TWIN O MATIC; TWINOVEF - Bowman & Co., Manning
TWIN SET - Extension Drawer Support Co.
TWIN-TEMP - Knox Stove Works
TWINE - Rochow Swirl Mixer Co.
TWINFACE - Hobar Co.
TYMATIC - Merit-Made Inc.
TYMETER - Pennwood Numechron Co.
TYMETER NUMECHRON CLOCKS - Pennwood Numechron Co.
UTK - Utica Cutlery Co.
UDICO - Union Die Casting Co.
ULSTER - Imperial Knife Associated Companies Inc.
ULTRA-AIRE - Southern Heater Corp.
ULTRA-COLD -Solar Systems Inc.
ULTRA-LITE - Clover Lamp Co. Inc.
ULTRA-MATIC TOASTER - Knapp-Monarch Co.
ULTRA MODERN - Enterprise Aluminum Co.
ULTRA 20 - Lau Blower Co., The
UNCLE SAM - Reeves Steel & Mfg. Co. Div. of Empire-Reeves Steel Corp.
UNI-KIT - Landers, Frary & Clark
UNION - Syrall Mfg. Co.
UNION QUALITY - Union Fork and Hoe Co., The
UNITED LIFETIME - United Metal Cabinet Corp.
U.S. LINE OF HAND POPPERS - U. S. Fireplace Accessories Div. Davies Mfg. Co.
UNIVERSAL - Air Control Products Inc.
UNIVERSAL - Tatcher Ernest
UNIVERSAL - Waste King Corp.
UNIVERSAL - Landers Frary & Clark
UNIVERSAL - enameled ware; Columbian Enameling & Stamping Co. Inc.
UNIVERSAL SPRAYERS - Leigh Building Products Div. Air Control Products Inc.
UPZEE - Hallmark Inds. Corp.
UPZEE DAZEE - Hallmark Inds. Corp.
URBAN - Louisville Electric Mfg. Co. Inc.
UTILCO - Union Steel Chest Corp.
UTILIDORS ® - Palace Metal Products Inc.
UTILITY - carpet sweepers; Bissell Carpet Sweeper Co.
UTILITY - steam cooker; Enterprise Aluminum Co.
UTILITY MAT - Burton Mfg. Co.
UTILITY WHISKBROOM - Travco Plastics Co.
V-12 - General Electric Co.
VAC-AID - Wagner Mfg. Co., E. R.
VAC-KING - American Floor Machine Co.
VAC-O-MAT - Rival Mfg. Co.
VAC-O-MATIC - Rival Mfg. Co.
VACLEANER - Frantz Electric Industries Inc.
VACU DRIP - Samson United Corp.
VACU-MAGNET ® - Malden Mop and Brush Co.
VACUETTE - Scott & Fetzer Co.
VACULATOR - Hill-Shaw Co.
VACUUM ACTION - Easy Day Mfg. Co.
VAL-CORT - Cortland Furniture Co. Inc.
VAL-U-WARE - Buckeye Aluminum Co. Div. of Mardigian Corp.
VALAY - Curran Co., Frank J.
VALLENTI ORIGINALS - Maison Gourmet Ltd.
VALLEY FORGE - Boker & Co. Inc., H
VALUE-MATIC - General Electric Co.
VANGUARD - Excell Metal Prods. Inc.
VANI-CHEST - Wolff Products Co.
VEG-O-MAT; VEG-O-MAT JR. - Veg-O-Mat Machine Co. Inc.
VEILEXWARE - Century Plastic Co.
VEL-ZIP - General Electric Co.
VELVA - Vanderbilt Products Inc.
VENTAIR - West Wind Corp.
VENTILATING HOODS AND FANS - Aubrey Hardware Mfg. Inc.
VENTILETTE - Diehl Mfg. Co.
VENUS - Bissell Carpet Sweeper Co.
VERI-SHARP - Imperial Knife Associated Companies Inc.
VERITY WARE - Verity Southall Ltd. Inc.
VERSA FILES ® - Swanco Div. Toccoa Metal Products Co. Inc.
VERTIKETTLE - Chemex Corp.
VERVE - Steubenville Pottery Co.
VESTA - Athens Stove Works Inc.
VI-RAY-O - Western Coil & Electric Co.
VIBRA BEAT - Eureka Williams Corp.
VIBRA-TONE - Fischer & Co., R. A.
VIBRAPOOL - Profile Inc.
VICTOR - Animal Trap Co.
VICTOR - Rich Inc., Howard B.
VICTOR - Cleveland Heater Co., The
VICTRIWARE - Victory Artwares Co.
VIKING - electric fans; Fasco Industries Inc.

Trade Names

VIKING – lawn mowers; Heineke & Co.
VIKING – scales; Hanson Scale Co.
VIKING STAINLESS – Ontario Knife Co.
VILLA – Belf & Lustig Inc.
VINAFLEX MATS – Sterling Rubber Products Co. Inc.
VINAWOOD PANTRYWARE – Kromex Corp.
VINEYARD – Tennessee Fabricating Co.
VINYLEEN – Weiss & Klau
VINYLMAID – Artistic Wire Products Co. Inc.
VIRAYO – Western Coil & Electric Co.
VISU-HEAT – Samson United Corp.
VIVATEX – Acme Awning & Tent Co.
VOCATRON – Vocaline Co. of America Inc.
VOGUE – aluminum cookware; Regal Ware Inc.
VOGUE – Beagle Mfg. Co.
VOGUE – Borgfeldt Corp., George
VOGUE – Federal Enameling & Stamping Co.
VORNADO – Automotive Radio Mfg. Co. Inc.
WAGNER MARINE BELLS – Wagner Specialty Co.
WALDORF – coffeemaker; Tricolator Co. Inc.
WALKER-WARE – Illinois Pure Aluminum Co.
WALL MOUNT HOSE REEL – Specialty Mfg. Mfg. Co., The
WALL-WAY – Remington Corp.
WARECAL – Ludlow Papers A Div. of Ludlow Corp.
WAREHOUSE – Loveland Broom Co.
WARM-AIRE – Stiglitz Corp.
WARM MORNING – Locke Stove Co.
WARRIOR – Great Lakes Tractor Co., The
WARWICK – Regent-Sheffield
WASH-'M AIR FILTERS – Dornback Furnance & Foundry Co.
WASH-RITE – Alwin Products
WASHDAY SAVER PLASTICS – Showeray Co., The
WASHINGTON LINE – Washington Steel Products Inc.
WASTEMASTER – Lockley Machine Co.
WATCH DOG – General Electric Co.
WATER-AIR – Handley-Brown Heater Co.
WATER DEMON – Western Brass Works
WATERFAN – Campbell Irrigation Co.
WATERFEEDERS – Proen Products Co.
WATERFORD – Anchor-Hocking Glass Corp.
WATERSPIKE – Proen Products Co.
WAVE KING – Sherman Mfg. Co. H. B.
WAVECREST – Regent-Sheffield
WAX-O-MATIC – Master Mfg. Co.
WAY-RITE – Hanson Scale Co.
WEAREVER HALLITE – Wearever Aluminum Inc.
#36 WAREHOUSE – Muscatine Broom Factory
WEARWELL – Amsterdam Broom Co.
WEATHERHOOD – All- Weather Supply Co. Inc.
WEATHERITE – International Oil Burner Co.
WEATHERMAKER – Carrier Corp.
WEATHERWARM – Slumberest Co. Div. Electric Parts Inc.
WEBSTER-WILCOX HOLLOWARE –International Silver Co.
WEDGEWOOD – Bissell Carpet Sweeper Co.
WEDGEWOOD-HOLLY – Welbilt Corp.
WEIGHMASTER – Hanson Scale Co.
WEKCO – Kautenberg Co., W. E.
WELCOME MAT – Crown Rubber Co.
WELLS PRODUCTS INC – Markel Electric Products Inc.
WESTALL RICHARDSON – Regent-Sheffield
WESTCHESTER – General Electric Co.
WESTCO – Turner & Seymour Mfg. Co.
WESTMINISTER CHIMES – Sessions Clock Co., The
WET 'N DRY – Westland Plastics Inc.
WHEEL-IT HOSE REEL – Specialty Mfg. Co., The
WHIRLAWAY – Bouras Mop Mfg. Co.
WHIRLAWAY – Hedlund Co., W. T.
WHIRLWIND – Toro Mfg. Corp.
WHISK-ALL – Johnson Products Co.
WHISK # B – Pauken Broom and Brush Co.
WHITE-APEX – White Sewing Machine Corp.
WHITE CHRISTMAS – S-B Mfg. Co.
WHITE CHRISTMAS – Frank Plastics Corp.
WHITE MAGIC – Gold Star Polish Mfg. Co. Inc.
WHITE MAGIC – Porter Corp., J. E.
WHITE MOUNTAIN – Goodell Co.
WHITE MOUNTAIN – Maine Mfg. Co., The
WHITE SWAN –Amsterdam Broom Co.
WHITESTONE WARE – Franciscan Dinnerware
WHIZ A WAY – Alger Creations
WHIZZER – Midwest Mower Corp.
WHO'S WHO – Giftware Corp.
WIFE SAVER LAUNDRY CARTS – Dennis Mitchell Industires
WIL-GARD – Wilson Rubber Co.
WILLIAMSBURG ELECTRIC – Lindavap Inc.
WILMAC – A G Busch & Co. Inc.
WILSON-ART – Wilson Plastics, Ralph
WILTON – Buegeleisen & Jacobson Inc.
WINCROFT – Stove Works Inc., The
WINDBREAKER – Johnson-Stuart Co.
WINDMAKER – Rich Phil Fan Mfg. Co.
WINDOW-O-VENT – Diehl Mfg. Co.
WINDOWCOOL – Belco Industries Inc.
WINDPROOF – Crest Specialty Inc.
WINDSOR – Lakewood Engineering and Mfg. Co.
WINDSOR CASTLE – Malloy Dan Co.
WINNIE KAY – Weiss & Klau
WINNIE WICKFORD – Wickford Products Inc.
WINONA-MAID – Winona Metal Products Co.
WINSTON – Moran Brush Mfg. Co. Inc.
WINSTON – Waring Products Corp.
WINTERWARM – Slumberest Co. Div. Electric Parts Inc.
WIRE-EEZ PRODUCTS – Universal Fan Co. Inc. & McCormick Mfg. Co.
WIRE-GRIP – Hampden Mfg. Co. Inc.
WISS CLIPPER – Wiss & Sons Co., J.
WIX – Karith Chemical Co.
WIZARD – Moran Brush Mfg. Co. Inc.
WK – Weiss & Klau
Wm. A. ROGERS SILVERPLATE – Oneida Silversmiths
Wm. ROGERS & SON – International Silver Co.
WOLVERINE – Grand Rapids Dowel Works
WOMAN'S FRIEND – Central Rubber & Steel Corp.
WONDA-EDGE – Imperial Knife Associated Companies Inc.
WONDER – Roos Mfg. Co.
WONDER-AIRE – Marjon & Associates
WONDER BOY – Simplicity Mfg. Co.
WOOD CRAFT – Wood-Craft Mfg. Inc.
WOOD TONE – Rival Mfg. Co.
WOOD-TRENDS (R) – Farber Sydney & Son Inc.
WOOD-WELDED – Michigan Maple Block Co.
WOODCRAFTERS – Grand Rapids Dowel Works
WOODLAND – Poloron Product Inc.
WOODMET – Manufacturer's Marketing Co.
WOODPECKER – Burn-Strass Inc.
WOOSTERWARE – Buckeye Aluminum Div. of Mardigian Corp.
WORCESTER SHEAR MASTER, POWER MASTER, ROTOR MASTER, DYNA MASTER EIGHTEEN – Worcester Lawn Mower Co. Div. of Savage Arms Corp.
WORCESTER WARE – Dapol Plastics Inc.
WORK DODGER – Lazy Boy Lawn Mower Co. Inc.
WORLD WOODS – World Distributors Inc.
WORTHMORE – Mirro Aluminum Co.
WRANGLER – Strand Corp.
WRINKLER-FREE – Montrose Hanger Co.
WUSTHOF – Moss Co. Inc. (Importer) S. I.
XTENDA SHOWER – Melard Mfg. Corp.
YANKEE – Stanley Tools Div. Stanley Works Inc.
YANKRAFT – Rayco Products Inc.
YARD TRAC – Homelite Div. Textron Inc.
YELLOW DEVIL – Ronor Engineering Div. of The Engine Parts Mfg. Co.
YELLOW-FLASH – Justrite Mfg. Co.
YESTERYEAR – Viking Glass Co.
YO-HO – Yeoman & Co.
YORKTOWN – Pfaltzgraff Pottery Co.
YOUR KITCHEN PAL – Excello Ltd.
YULE LOG – Strait & Richards Inc.
ZEPHAIR – Robbins & Myers Inc. Hunter Div.
ZEPHYR – Wayne Home Equipment Co. Inc.
ZEPHYR ZIP-ITS – Zephyr Mfg. Co.
ZERO – McGraw-Edison Co. Bersted Mfg. Div.
ZEROLAB – Solar Systems Inc.
ZEROLL – Roll Dipper Inc.
ZIM-MATIC – Zim Mfg. Co.
ZIP – Moran Brush Mfg. Co. Inc.
ZIP – Weiss & Klau
ZOL – Gilbert Co., A. C.

FOR FURTHER INFORMATION, USE READERS' SERVICE CARDS, PAGES 243-246

Manufacturers Index

More than 2,000 makers of appliance-radio/tv-housewares products are alphabetically listed in this Index. Addresses given are the most recent and most accurate available. With rare exceptions, addresses were provided by manufacturers, and certified correct by them.

Use the reader service cards to request help when you are unable to locate a manufacturer from whom you need help or information.

A

Acco Power Product Div. American Chain & Cable Co. Inc	Stevenslane, Exetel, Pa	
A I D Inc.	Box 333, Elmont, Alden Manor, NY	LU5-6189
A K Electric Corp	231 Front St. Brooklyn 1, NY	TR5-6331
A S R Products Corp	380 Madison Ave. New York 30, NY	OX7-3030
ATK Mfg. Co	14236 Birwood Ave. Detroit 38, Mich	WE3-7240
Abbeon Supply Co	179-15 Jamaica Ave. Jamaica 32, NY	AX7-5600
Ableart Upholstery Co. Inc	252 Richmond St. Brooklyn 8, NY	TA7-1200
Ace Mfg. Co. Inc	65 Chestnut St. Chalfont Bucks County, Pa	VA2-0551
Ace Rubber Products Inc	100 Beech St. Akron 8, Ohio	FR6-3125
Acme Awning & Tent Co	3964 30th St. San Diego 4, Cal	CY5-2646
Acme Electric Heating Corp	99 Reading St. Boston 19, Mass	HI2-4125
Acme Metal Goods Mfg. Co	2 Orange St. Newark, NJ	MA3-0725
Acme-National Refrigeration Inc	19-26 Hazen St. Astoria, NY	RA1-5510
Acme Shear Co., The	100 Hicks St. Bridgeport 1, Conn	FO7-6431
Adams Co., The	100 E 4th St. Dubuque, Iowa	583-3591
Adler Inc., Kurt S.	15 W 28th St. New York 1, NY	MU9-4176
Adler-Jones Co	521 S Wabash Ave. Chicago, Ill	HA7-9624
Admiral Plastic Corp	557 Wortman Ave. Brooklyn 8, NY	NI9-3805
Admiral Sales Corp	3800 W Cortland St. Chicago 47, Ill	SP2-0100
Aerolux Light Corp	653 11th Ave. New York, NY	CI6-5324
Aeronca Mfg. Corp. Metal Prods. Div.	Middletown, Ohio	GA2-2751
Affiliated Mfgrs	421 N 14th, Muskogee, Okla	MU2-7451
Afta Solvents Corp	Glen Cove, NY	OR6-2900
Air Control Products Inc	Coopersville, Mich	GL9-4411
Air Controls Inc	2310 Superior Ave. Cleveland 14, Ohio	PR1-3188
Aircapitol Mfg. Co. Inc	1618 S Mead, Wichita 11, Kan	
Air Electric Machine Co. Inc	Lohrville, Iowa	IN5-3905
Airguide Instrument Co	2210 Wabansia Ave. Chicago 47, Ill	HU6-3000
Airko Mfg. Co	Box 605, Clermont, Fla	EX4-4091
Airlite Aluminum Corp	Passaic Ave. & Belgrove Dr. Kearny, NJ	WY1-2100
Airnado Inc. Sub. of Symphonic Electronic Corp	10 Columbus Circle, New York 19, NY	JU6-4300
Airtemp. Div.	See Chrysler Corp.	
Ajax Plastic Products Inc	Redoker at River Rd. Des Plaines, Ill	VA7-1238
Akay Corp. Div. of Hauser Products	4034 N Kolmar, Chicago, Ill	PE6-7670
Alan Dale Industries	6231 N Springfield Ave. Chicago 45, Ill	CO7-0335
Alaska Enterprises Inc	45 S Broadway, Yonkers, NY	YO5-1171
Albion Div. McGraw-Edison Co	704 N Clark St. Albion, Mich	NA9-2101
Alford & Co	138 Centre St. NY 13, NY	CA6-0704
Algae Co., The	Box 245, Waukegan, Ill	CE4-2878
Alger Creations	69 N 6th St. Brooklyn 11, NY	ST2-1890
Algoma Net Co.	310 - 4th St. Algoma, Wis	HU7-5725
Aljen Mfg. Corp	113 Grand St. New York 13, NY	CA6-1683
Alladin Plastics Inc	1415 W 178 St. Gardena, Cal	FA1-2722
Allegretti & Co	7232 Fulton Ave. N Hollywood, Cal	TR7-3171
Allen Alva Industries	1001 N 3rd St. Clinton, Mo	TU5-3331
Allen-Doane & Co. Inc	40 Sudbury St. Boston 14, Mass	RI2-3740
Allen Mfg. Co., W. D.	650 S 25 Ave. Bellwood, Ill	MA6-9000
Alliance Mfg. Co. Inc. Div. Consolidated Electronics Industries	Alliance, Ohio	
Allied Lamp Mfg. Co	29 E 21st St. New York 10, NY	OR4-1597
Allied Tube Corp	Bristol, Bath, & Hedley Sts. Philadelphia 37, Pa	JE3-7373
All-Luminum Products	36-37th Reed St. Philadelphia 46, Pa	HU5-7800
Al-Ion Mfg. Co. Inc	123-125-127 W Barre St. Baltimore, Md	MU5-7234
Allover Clipper Products Co	1745 Flett Ave. Racine, Wis	ME4-6282
Alloy Tile Corp	109 Roosevelt Ave. Belleville, NJ	PL9-6180
All-Steel Scale Co. Inc	80 Spring St. New York 12, NY	WA5-8041
All-Styles Hanger Co. Inc., The	512-7th Ave. New York 18, NY	LA4-1287
All-Weather Supply Co. Inc	1186 Broadway, New York 1, NY	OR9-2770
Almart Inc	100 East, Crystal Lake, Ill	CR459-4393
Almont Mfg. Co	36 Whittier St. Roxbury, Mass	HI2-9755
Aloa Corp	Washington Hts. Eau Claire, Wis	TE5-8745
Alsto Co	4007 Detroit Ave. Cleveland, Ohio	OL1-5151
Aluminum Hardwares Inc	Harrison St. & Circle Ave. Forest Park, Ill	FO6-0052
Alwin Products	3320 W Vliet St. Milwaukee 8, Wis	WE3-4319
Amana Refrigeration Inc	Amana, Iowa	MA2-5511
American-Acme Co	Emigsville, Pa	YO 6243
American Air Filter Co. Inc	215 Central Ave. Louisville 8, Ky	ME7-3611
American Artplex Inc	2121 Broadway, New York 23, NY	TR3-4400
American Audion Corp	200 5th Ave. New York 10, NY	OR5-4700
American Biltrite Rubber Co	Box 1071, Boston 3, Mass	TR6-6000
American Bravo Co	5624 W Washington Blvd. Los Angeles 16, Cal	WE8-3988
American Concartone Div. Astro-Science Corp	9449 W Jefferson Blvd. Culver City, Cal	0-7245
American Coolair Corp	Box 2300, Jacksonville 3, Fla	EV9-3646
American Cushion-Tropical Sun Co	801 W Whittier Blvd. Whittier, Cal	OW1-7911
American Family Scale Co	515 S Laflin, Chicago 7, Ill	MO6-1195
American Floor Machine Co	518 S St Clair St. Toledo 4, Ohio	CH1-2121
American Geloso Electronics Inc	251 Park Ave. S, New York 10, NY	AL4-2282
American Import Co., The	1167 Mission St. San Francisco 3, Cal	HE1-9670
American Lawn Mower Co	Muncie, Ind	AT8-6624
American Power Tool Co	518 S St Clair St. Toledo 3, Ohio	CH1-2121
American Sponge & Chamois Co. Inc	47-00 - 34th St. Long Island City 1, NY	EM1-9190
American Textile Corp	49th & Harrison Sts. Pittsburgh, Pa	MU1-9404
American Textile Products Co	5606 Euclid Ave. Cleveland, Ohio	HE1-7676
American Thermos Products Co., The	Thermos Ave. Norwich, Conn	TU7-1671
Ames Co., O.	Box 1580, Parkersburg, W Va	GA2-6431
Ami Co. Inc	3400-04 Main St. Buffalo 14, NY	TF2-3149
Amory Supply Corp	Rockwood Ave. & L I RR, Amityville, NY	AM4-4850
Ampere Industries	60 Boston St. Newark 3, NJ	MA2-4037
Ampex Audio Co. Div. Ampex Corp	1020 Kifer Rd. Sunnyvale, Cal	
Ampsco Corp	1281 S Front St. Columbus, Ohio	HI3-0526
Amsterdam Broom Co	81 Brookside Ave. Amsterdam, NY	VI2-2470
Anchor Hocking Glass Corp	440 Glass Ave. Lancaster, Ohio	
Andrew Co	Box 57, Findlay, Ohio	CY3-3473
Andrews Co., A. M.	4621 SW Beaverton Hwy. Portland 1, Ore	CH4-1163
Angel Co., The	340 Broad, Fitchburg, Mass	DI3-4827
Animal Trap Co	Front & Locust Sts. Lititz, Pa	MA6-2125
Anthracite Specialties Corp	Box 173, Pottsville, Pa	MA2-0987
Anton Mfg. Co	Box 5047, Ballard Sta. Seattle 7, Wash	AT2-9076
Arandell Products Co	3915 Powelton Ave. Philadelphia, Pa	EV2-1111
Arcadia Mfg. Co	Box 309, Birmingham, Mich	MI4-3300
Arch Lamp Mfg. Corp	96-100 Prince St. New York 12, NY	WA5-1071
Ardmore Mfg. Co	2509 Carmen Ave. Chicago 25, Ill	LO1-4030
Aristo-Mat Co. Div of Phoenix Table Mat Co	1718 E 75th St. Chicago 49, Ill	BU8-6343
Arlen Industries Inc	444 12th St. Brooklyn 15, NY	HY9-9858
Armstrong Cork Co	Lancaster, Pa	EX7-0611
Armstrong Products Corp	Huntington 12, W Va	52-30165
Arnold Inc., S. M.	1701-05 Papin St. St Louis, Mo	CH1-6603
Arrow Metal Products Co	421 W 203rd St. New York 34, NY	WI2-1400
Art Specialty Co	3720 N Milwaukee Ave. Chicago 41, Ill	KI5-6609
Art Wire Creations Inc	41 Wayne Ave. Suffern, NY	EL7-1220
Artcraft Wire Works	230 5th Ave. New York 1, NY	MU3-1474

Manufacturers Index

Artcrete Products Co	Eagle & Lawrence Rds. Havertown, Pa.	HI6-0146
Artex-Green Corp. of Calif	3175 17th St. San Francisco 10, Cal	MA1-6850
Artistic Wire Products Co. Inc	Norwich Ave. Taftville, Conn	TU7-3575
Artmoore Co	1255 N 6th St. Milwaukee 12, Wis.	BR6-6516
Arvin Industries Inc	Columbus, Ind	DR2-7271
Ashe-Houston Co	Box 2194, Glenbrook, Conn	FI8-3756
Associated Articles Mfg. Co	287 E 6th St. St Paul 1, Minn	CA2-2234
Associated Bag & Apron Co	901 W Huron St. Chicago 22, Ill	CH3-1090
Associated Plastic Div	945 George St. Chicago 40, Ill	GR7-8220
Associated Sales & Bag Co.	605 S 1st St. Milwaukee 4, Wis	BR2-2380
Associated Stove Mfgrs	Box 1634, Muskogee, Okla	
Athens Stove Works Inc	213 Hicks St. Athens, Tenn.	SH5-4332
Atlantic Southwestern Broom Co.	Baylis & Toone Sts. Baltimore, Md	BR6-7573
Atlas Textile Products	811 N 19th St. Philadelphia 30, Pa	CE2-4590
Atlas Tool & Mfg. Co	5147 Natural Bridge Blvd. St Louis 15, Mo.	EV5-7800
Aubrey Mfg. Inc	Union, Ill	UN923-2521
Auth Electric Co. Inc	34-20 45th St. Long Island City 1, NY	AS8-7000
Autocrat Electronics Co.	5024 Elm St. Skokie, Ill	OR3-8033
Automatic Service Supply Co.	17225 Sherwood Ave. Detroit 12, Mich.	FO6-3460
Automatic Wire Goods Mfg. Co. Inc	385 Gerard Ave. New York 51, NY	MO5-9500
Automotive Radio Mfg. Co. Inc	122 Brookline Ave. Boston, Mass.	CO6-1420
Automotive Rubber Co. Inc. ARco Specialties Div	12550 Beech Rd. Detroit, Mich	KE2-3000
Aviation Distributors Inc	Box 1, Inwood, NY	FA7-7500
Avon Mfg. Co. Inc	119 Dewey St. Worcester 10, Mass	PL7-5625

B

B & D Assoc	Box 115, Rochester 1, NY	CO6-5525
Ballak & Co	811 N 9th St. St Louis 1, Mo	GA1-3954
Bache (Semon) & Co	636-640 Greenwich St. New York 14, NY	WA4-2121
Balanced Foods Inc	700 Broadway, New York 3, NY	OR4-2740
Ballonoff Metal Products Co	2490 Lee Blvd. Cleveland 18, Ohio	ER1-4805
Bamboo Imports Inc	261 5th Ave. New York 16, NY	MU5-2396
Bamboo & Rattan Works Inc.	901 Jefferson St. Hoboken, NJ	OL9-2710
Banner Mat & Products Co	7 Mercer St. Cincinnati 10, Ohio	PA1-4096
Bar & Barbeque	1627 W 135th St. Gardener, Cal	FA1-5122
Bar-B-Bowl Div. Keystone Lamp Mfg. Corp.	230 5th Ave. New York 1, NY	OR9-6660
Barclay Engineering Corp. Sprinkle Minder Div	1234 W Fulton St. Chicago 7, Ill.	CH3-3452
Barco Mfg. Co. Inc	119 Dewey St. Worcester 10, Mass.	PL7-9188
Barneby Cheney	8 & Cassady Ave. Columbus 19, Ohio	CL8-9501
Bartlett Collins Co	Linden & Cleveland Sts. Sapulpa, Okla.	BA4-1860
Barton Corp., The	Box 279, West Bend, Wis	FE4-2366
Baruch Petranker Import Co. Inc. Coronet Div	1147 Howard St. San Francisco, Cal	KL2-0070
Batlin & Son. Inc., L. (Importers)	49-51 W 23rd St. New York 10, NY	OR5-5670
Bauer Mfg. Co., The	Wooster, Ohio	AN2-3070
Bay Ridge Specialty Co	96 Stokes Ave. Trenton 6, NJ	EX3-4197
Bayberry Lamps Inc	1565 Stillwell Ave. New York 61, NY	SY2-2600
Beacon Enterprises Inc	286 5th Ave. New York, NY	LA4-5074
Beacons Plastics Corp	82 Needham St. Newton Highlands 61, Mass.	DE2-1322
Beagle Mfg. Co	91 Beacon Pl. Pasedena 8, Cal	MU1-5939
Beautycraft Kitchens Div. Miller Metal Products Inc	2215 Russell, Baltimore 30, Md	PL2-5005
Becker Autoradio U S A Inc	613 S 24th St. Philadelphia 46, Pa.	KI5-2434
Beckley Electric Co	468 Grand Ave. Brooklyn 38, NY	NE8-0211
Beh Housewares Corp	1150 Broadway, New York, NY	OR9-4550
Bel-Aire Products Co	813 Johnston St. Akron 6, Ohio	BL3-2713
Belden Mfg. Co	415 S Kilpatrick Ave. Chicago 44, Ill	
Belf & Lustig Inc	46-20 76th St. Elmhurst 73, NY	HA9-6400
Bell & Howell Co	7100 McCormick Rd. Chicago 45, Ill	
Bell Sound Div. Thompson Ramo Wooldridge Inc	555 Marion Rd. Columbus 7, Ohio	
Belvedere Space Saving Products Co.	230 - 5th Ave. New York 1, NY	
Bemis Brother Bag Co.	408 Pine St. St Louis 2, Mo.	CH1-0900
Ben Hur Mfg. Co	634 E Keefe Ave. Milwaukee, Wis	
Benjamin & Medwin Inc	1150 Broadway, New York 1, NY	MU6-0060
Benjamin Reel Products Inc	10700-10710 Broadway, Cleveland 25, Ohio.	MI1-6800
Ben-Mont, Dow Chemical Co., The, Dobeckmun Div	Bennington, Vt.	BE 6331
Bennett & Co., J.	360 Furman St. Brooklyn, NY	MA4-8434
Bennett Corp	1028 Geary St. San Francisco 9, Cal	TU5-6592
Bennett - Ireland Inc	23 State St. Norwich, NY	4-3216
Bennett Mfg. Co.	Railroad St. Alden, NY	XF7-9161
Berea College Student Industries	Berea, Ky.	986-4181
Berg Mfg. Co., John	5319 S LaSalle St. Chicago 9, Ill.	BO8-2180
Berkson Products Inc	217 N Des Plaines St. Chicago 6, Ill.	RA6-1363
Bernina Sewing Machine Co.	29 W 35th St. New York 1, NY	BR9-4734
Berns Air King Corp	3050 N Rockwell St. Chicago 18, Ill	IN3-7700
Bernz Co. Inc., Otto, Green Spot Div.	Driving Pk. & Romona, Rochester 13, NY.	GL8-7076
Bete Fog Nozzle Inc	309 Wells St. Greenfield, Mass	PR3-7198
Better Built Products	Addison, Ill	KI3-6767
Better Monkey Grip Co	Box 6170, Dallas, Tex	LA1-9968
Beverage-Air Sales Co	Interstate 85 at Hearon Circle, Box 1981, Spartanburg, SC	582-8111
Beverly Coat Hanger Co.	500 Indiana St. San Francisco 7, Cal.	MA1-2051
Bianco Mfg. Co	2736 Victor St. St Louis, Mo	PR3-2828
Big Boy Mfg. Co	59 E Orange Grove Ave. Burbank, Cal	VI9-1247
Birmingham Stove & Range Co	Box 2593, Birmingham, Ala	AL2-8108
Birnbaum C Ltd	535 5th Ave. New York 17, NY	MU7-3993
Bissell Carpet Sweeper Co	210 Erie NW, Grand Rapids 1, Mich	
Black & Decker Mfg. Co	Towson 4, Md.	VA3-4400
Blackinton Co. Inc., W. & S.	Meriden, Conn	BE5-5762
Blackstone Corp	111 Allen St. Jamestown, NY	51-121
Blenko Glass Co	Milton, W Va.	SH3-2181
Block J & I.	1225 Broadway, New York 1, NY	MU6-7440
Block & Sons Inc., M.	2501-37 Calumet Ave. Chicago, Ill	VI2-6655
Blonder Tongue Laboratories Inc	9 Alling St. Newark 2, NJ	MA2-8151
Bloomfield Industries Inc.	4546 W 47th St. Chicago 32, Ill.	CL4-7600
Blossom Mfg. Co. Inc	2337 McDonald Ave. Brooklyn 23, NY	DE6-5555
Bluffton Slaw Cutter Co	331 N Main St. Bluffton, Ohio	1561
Blume Inc., S. J.	569 Broadway, New York 12, NY	CA6-8320
Bogen Presto Div. Siegler Corp	Box 500, Paramus, NJ	DI3-5700
Boker & Co. Inc., H.	101 Duane St. New York, NY	WO2-3381
Boland Mfg. Co	3 & Johnson Sts. Winona, Minn.	8-1568
Bomarc Industries Inc	17 Nassau Ave. Inwood 96, NY	
Bond Products Co	100 Labadie St. Detroit 29, Mich	WA8-3400
Bonley Products Co. Inc	331 S Peoria St. Chicago 7, Ill	MO6-7848
Bonney Forge & Tool Works	2400 N Rockhill Rd. Alliance, Ohio.	TA3-1100
Bonny Products Co	101 Park Ave. New York 17, NY.	LE2-2329
Boonton Molding Corp	300 Myrtle Ave. Boonton, NJ	DE4-4400
Borg-Erickson Corp. Scale Div	1133 N Kilbourn Ave. Chicago 51, Ill	EV4-5600
Borgfeldt Corp., George	1107 Broadway, New York 10, NY	WA4-4000
Bornside, H. B.	63-67 Willard Ave. Providence 5, RI	JA1-4476
Bostwick Div. of Babbitt Inc., B. T.	625 Madison Ave. New York 22, NY.	PL3-4266
Bouras Mop Mfg. Co	3818 Page Blvd. St Louis 13, Mo.	FR1-6472
Bradson Co., The	2165 Kurtz, San Diego, Cal	CY5-4101
Brammer Mfg. Co	1441 Rockingham Rd. Davenport, Iowa	
Brandon Brown Inc	Box 1, Burlingame, Cal	DI3-5190
Brassware Corp.	Box 385, Roslyn Heights, NY	MA1-3400
Brastoff Sascha Products Inc	11520 W Olympic Blvd. Los Angeles 64, Cal.	BR2-8465
Brearley Co	2107 Kishwaukee St. Rockford, Ill.	WO8-9621
Bremer Co., W. S.	New Washington, Ohio	492-2251
Brevel Products	601 W 26 St. New York, NY	WA4-4737
Bridge Tables & Novelties Inc	Cor. Rogers & Perry Sts. Lowell, Mass.	GL7-7653
Bright Star Industries	600 Getty Ave. Clifton, NJ	GR1-3200
Brill Sloane Co. Odorguard Div.	502 E Roumfort Rd. Philadelphia 19, Pa.	CH7-0667
Bristol Industries	Hilltop, Box 4004, Milwaukee, Wis.	DI2-7248
Brittain Products Co.	Cuyahoga Falls, Ohio.	WA3-4853
Broan Mfg. Co. Inc	Hartford, Wis	HA 800
Brocar Inc.	1007 E 2nd, Wichita 2, Kan	AM2-1803
Brooklyn Fibre Broom Co. Inc.	47 Dinsmore Pl. Brooklyn 8, NY	TA7-7320
Brooklyn Tinware Mfg. Co	80 Sedgewick St. Brooklyn 31, NY	TR5-8974
Brookpark Inc.	11701 Shaker Blvd. Cleveland 20, Ohio.	SW5-4000
Brookville Glove Co	Brookville, Pa	VI9-7324
Brother International Corp.	36-50 38th St. Long Island City 1, NY	EM1-2690
Brown Inc., John Clark.	1 Montgomery St. Belleville 9, NJ	PL9-5177
Brown Stove Works Inc	Carolina Ave. Cleveland, Tenn.	GR2-5075
Brownie Products Co	42 White St. New York, NY	CA6-5347
Bryant Co., John T.	14-18 W Columbia St. Springfield, Ohio.	FA3-8342
Bryce Brothers Co	Box 828, Mt. Pleasant, Pa	KI7-2301
Buegeleisen & Jacobson Inc	5 Union Sq. New York 3, NY	
Buffalo Forge Co.	490 Broadway, Buffalo 4, NY	TL2-4567
Burgess Battery Co. Div. of Servel Inc	Freeport, Ill	AD2-2161
Burgess Vibrocrafters Inc	Grayslake, Ill	BA3-4821
Burlington Basket Co	937 Oak St. Burlington, Iowa.	PL2-6701
Burn-Strauss Inc	6606 - 10th Ave. Los Angeles 43, Cal	PL3-3663
Burns Mfg. Co	1208 E Water St. Syracuse 3, NY	GR8-8423
Burton Mfg. Co.	222 Vine St. Middlefield, Ohio	MI632-2841
Bush Brothers Products Corp	Little Valley, NY	XF8-3921
Buxbaum Co., The	1212 - 7th St. SW, Canton, Ohio	GL6-4543
Byrd Plastics Inc	2950 W 12th, Erie, Pa.	TE3-1107

C

C & H Air Conditioning Fan Co. Inc	1591-1623 Dekalb Ave. NE, Atlanta 7, Ga.	JA5-0443
Cable Electric Products Inc	234 Daboll St. Providence 7, RI	ST1-5400
Cactus Mat & Patch Mfg. Co	10740 Weaver St. S El Monte, Cal	CU3-7779
Cahil Mfg. Co	1 Star Square, Long Island City 1, NY	ST6-6336
Calcinator Corp	28th & Water Sts. Bay City, Mich	TW4-4543
Cal-Oak Co., The	2525 Military Ave. Los Angeles 64, Cal	BR2-8631
California Cotton Mills	1800 Peralta St. Oakland 7, Cal	

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California Molded Products Inc	Santa Paula, Cal	JA5-5571
Caloric Appliance Corp	Topton, Pa	LI9-9900
Camark Pottery	Camden, Ark	TE6-2629
Campbell Irrigation Co	Egg Harbor Rd. & Maple Ave. Woodbury, NJ	TI5-1629
Campbell Stainless Sales Corp	33 Murtland Ave. Washington, Pa	BA2-7660
Campro Products Inc	3131 Alliance Rd. NE, Canton 1, Ohio	GL5-0334
Can Arm Corp	Box 156, Champlain, NY	
Canada Foundries & Forgings Ltd	Brockville, Can	DIA2-5631
Cannon Products Inc	Elwood, Ind	FE2-2112
Canonsburg Pottery Co	Box 110, Canonsburg, Pa	SH5-9000
Canton Glass Co. Inc	Box 311, Hartford City, Ind	2265
Capehart Corp	216 W 14th St. New York 11, NY	HI1-4400
Capital Enterprise Co	1225 Broadway, New York 1, NY	MU6-3391
Capitol Records Inc	Hollywood & Vine, Hollywood 23, Cal	HO2-6252
Capson Mfg. Co	1958-1966 N Wilmot Ave. Chicago 47, Ill	DI2-6360
Carbona Products Co	30-50 Greenpoint Ave. Long Island City 1, NY	ST4-9351
Cardinal China Co	Cardinal Bldg. Carteret, NJ	KI1-5194
Carey Mfg. Co., The Philip	1700 Grand Ave. Middletown, Ohio	GA3-0741
Carey-McFall Co	2156 E Dauphin St. Philadelphia, Pa	NE4-5000
Carlan Prods. Inc	1650 Coney Island Ave. Brooklyn 30, NY	ES6-4317
Carlisle Mfg. Co	109 Meeker St. Newark 8, NJ	BI3-3115
Carlson Products Inc	6633 Olive Blvd. St Louis 30, Mo	PA7-4008
Carolina Crafts Co	707 Boulevard St. Statesville, NC	TR3-7051
Carrier Corp	Carrier Parkway, Syracuse 1, NY	HO3-8411
Carroll & Co., J. B.	319 N Albany Ave. Chicago 12, Ill	KE3-0495
Carrollton Mfg. Co	Carrollton, Ohio	627-2111
Cartwright Inds. Corp	74-80 W Sheffield Ave. Englewood, NJ	LO8-0435
Casco Products Corp	512 Hancock Ave. Bridgeport 2, Conn	FO6-4511
Case & Sons Cutlery Co., W. R.	20 Russell Blvd. Bradford, Pa	FO8-4124
Case Shear Corp	Nashville, Ark	675
Central Rubber & Steel Corp. Washing Machine Div	Findlay, Ohio	GA3-1213
Central Stamping & Mfg. Co	900 S Division St. Polo, Ill	PO6-2802
Centre Brass Works Inc	2323 Haviland Ave. New York 62, NY	TY2-2323
Century Drill & Tool Co	100 Lafayette, New York, NY	CA6-7228
Century Engineering Corp	221 - 4th Ave. SE, Cedar Rapids, Iowa	EM4-4101
Century Enterprises Inc	2901 White Plains Rd. New York 67, NY	
Century Plastic Co	Sawyer Passway, Fitchburg, Mass	DI5-4319
Cerny Mfg. Co	4057 W 147 St. St Lawndale, Cal	OS6-7355
Chain Bike Corp	350 Beach 79th St. Rockaway Beach, NY	NE4-8400
Chambers Built-Ins Co	Box 218, Arlington Heights, Ill	RO3-7300
Champion Sprayer Co	6509 Heintz Ave. Detroit 11, Mich	WA1-9880
Chaney Instrument Co., John L.	858 Main St. Lake Geneva, Wis	CH8-4449
Channel Master Corp	Ellenville, NY	EL 1300
Chapin Mfg. Works Inc., R. E.	29 Liberty St. Batavia, NY	FI3-3140
Charleston Industries Inc	Stark Industrial Park, Charleston, SC	SH7-7666
Char-Rock Corp	1205 Olympic Blvd. Montebello, Cal	RA3-7300
Chaseline Div. of Chase Bag Co	6427 W Capitol Dr. Milwaukee 16, Wis	HO4-2770
Chatfield-Clarke Co. Div of, Crown City Lumber & Mill Co	240 W Green St. Pasedena, Cal	MU1-7471
Chatham Brass Inc	52-55 74th St. Maspeth 78, NY	IL7-5502
Chatham Glass Co	4801 Dell Ave. N Bergen, NJ	UN4-3737
Chatillon & Sons, John	85-93 Cliff St. New York 38, NY	BE3-2552
Chattanooga Royal Co	1st & Delmar Sts. Chattanooga 6, Tenn	MA9-1451
Cheinco Inc	William St. Burlington, NJ	DU6-2800
Chemex Corp	41 Murray St. New York 7, NY	RE2-6575
Chico General Products Corp	1299 Bayshore, Burlingame, Cal	
Chop-Rite Mfg. Co	880 Cross St. Pottstown, Pa	FA6-5970
Christen Mfg. Co., J. C.	121 Dock St. St Louis 7, Mo	CE1-6733
Chrysler Corp. Airtemp Div	1600 Webster St. Dayton 1, Ohio	BA6-2468
Cincinnati Galvanizing Co	4879 Spring Grove Ave. Cincinnati 32, Ohio	KI1-2344
Citation Housewares Inc	21 Elm Ave. Mount Vernon, NJ	MO4-4567
Clamage Mfg. Co., S. A.	10460 W Nine Mile Rd. Detroit 37, Mich	LI7-1729
Clark Co., The J. R.	Spring Park, Minn	GR1-8466
Clark Mfg. Co	2468 Melville Ave. Decatur, Ga	BU9-4343
Clarke Floor Machine Co. Div. of Studebaker Packard Corp	30 E Clay Ave. Muskegon, Mich	SH2-3701
Clauss Cutlery Co	223 N Prospect Pl. Fremont, Ohio	FE2-7344
Clements Mfg. Co	6650 S Narragansett Ave. Chicago 38, Ill	PO7-7900
Cleo Corp	596 Jefferson Ave. Memphis, Tenn	JA5-7566
Cleveland Heater Co., The	2310 Superior, Cleveland, Ohio	PR1-3188
Clo-Bin Inc	Carterville, Ill	CR4-2296
Clover Lamp Co	1204 S 12th St. Philadelphia, Pa	HO7-5252
Club Aluminum Products Co	825 26th St. La Grange Park, Ill	FL2-7700
Coastal Abrasive & Tool Co. Inc	40-22 23rd St. Long Island City 1, NY	EM1-0707
Cocker Saw Co. Inc	Lockport-Olcott Rd. Burt, NY	SP8-8588
Cohen Inc., Nathan	1517 N 21st, Philadelphia, Pa	CE2-6204
Cole Electric Mfg. Co	241-145 Ashland Rd. Mansfield, Ohio	LA2-0413
Coleman Co. Inc., The	250 N St Francis St. Wichita, Kan	
Coleman Tree Pruners	Tioga Center, New York, NY	EM6-7131
Colonial Brass Co	Vine St. Middleboro, Mass	MI 1098
Colonial Brush Mfg. Co	160 Washington St. N, Boston 14, Mass	RI2-2515
Colonial Glass Co	Weston, W Va	WE 1508
Color Process	1223 - W El Segrando, Gardena, Cal	PL4-6962
Colorite Plastics Inc	50 California Ave. Paterson 3, NJ	AR8-2600
Columbia Ladder Co	Portland 2, Ore	BE4-6626
Columbia Metal Box Co	260 E 143rd St. New York 51, NY	LU5-2525
Columbia Wax Products Co	94-15 100th St. Ozone Park, NY	VI9-8565
Columbian Enameling & Stamping Co. Inc	1536 Beach St. Terre Haute, Ind	CR 7011
Columbus Plastic Products Inc	1625 W Mound St. Columbus 23, Ohio	BR4-8475
Columbus Stove Co., The	2999 Silver Dr. Columbus 24, Ohio	AM8-3549
Comet Industries	801 Elm Pl. Richmond, Ind	2-1171
Commonwealth Plastics Corp	98 Adams St. Leominster, Mass	KE4-8311
Como Plastics Inc	2455 National Rd. Columbus, Ind	DR6-3336
Compco Corp	1800 N Spaulding Ave. Chicago 47, Ill	EV4-1000
Conrad Crafters	3521 Jacob St. Wheeling, W Va	CE3-0025
Continental Can Co. Inc. Decoware Div	530 - 5th Ave. New York 36, NY	MU2-1300
Continental Mfg. Inc	1612 California, Omaha 2, Neb	342-2753
Continental Metal Products Corp	Merrick, NY	FR8-6591
Continental Radiant Glass Heating Corp	4 W 40th St. New York 18, NY	LO5-5412
Continental Scale Corp	5701 S Claremont Ave. Chicago 36, Ill	HE4-0100
Continental Stainless Corp	35-30 61st St. Woodside 77, NY	OL1-2040
Cooper Hewitt Co. Div. Sperto Products Inc, Electric Co. Div	720 Grand St. Hoboken, NJ	SW2-2800
Cooper Mfg. Co	410 S 1st Ave. Marshalltown, Iowa	4409
Cooper Thermometer Co., The	2 Main St. Pequabuck, Conn	LU2-9511
Coopers Creek Chem Corp	River Rd. W Conshohocken, Pa	TA8-0375
Coppes Inc	E Market St. Nappanee, Ind	221
Corcoran Mfg. Co	1379 Gladys Ave. Long Beach 4, Cal	GE3-7465
Cordomatic Corp	1724 W Indiana Ave. Philadelphia 32, Pa	BA8-4800
Cords Ltd., The Div. Essex Wire Corp.	1601 Wall St. Ft. Wayne, Ind	
Cornish Wire Co. Inc	50 Church St. New York 7, NY	
Cornwall Corp	48 Wareham St. Boston 18, Mass	HA5-4725
Coroaire Heater Corp	1422 Euclid Ave. Cleveland 15, Ohio	MA1-7290
Corona Mfg. Corp	11300 Tuxford St. Sun Valley, Cal	TR7-9818
Coronet Kitchens Inc	4200 NW 10 Ave. Fort Lauderdale, Fla	LO6-8666
Cortland Furniture Co. Inc	460 Park Ave. S, New York 16, NY	OR9-5560
Cory Corp	3200 W Peterson Ave. Chicago 45, Ill	IN3-1700
Costal Abrasive & Tool Co	40-22 23rd St. Long Island City 1, NY	EM1-0707
Covered Wagon Products Inc	8605 Lincoln Ave. Morton Grove, Ill	YO6-5345
Covermaster Mfg. Co	1040 N Highland Ave. Los Angeles 38, Cal	HO9-0920
Craftmade Products Co. Div. Notion Accessories Mfrs	286 5th Ave. New York, NY	BR9-5995
Crane Imports Inc	124 W 30th St. New York 1, NY	LA4-1826
Creative Industries Inc	5531 State Rd. Cleveland 34, Ohio	SH1-5891
Crest Specialty Inc	2532 S Dearborn St. Chicago 16, Ill	CA5-2626
Crestline Corp	Raritan, NJ	RA5-5300
Crown Lamp Co	112 Depot St. Greensburg, Pa	TE7-4200
Crown Mfg. Co	3221 Elmwood Dr. Des Moines, Iowa	BL5-0431
Crown National Co	1228 W Kinzie St. Chicago 22, Ill	TA9-4040
Crown Rubber Co	1635 Croghan St. Fremont, Ohio	FE2-5531
Crown Sanitary Products Inc	617-635 Van Sinderen Ave. Brooklyn 7, NY	DI5-7887
Crown Stove Works	4627 W 12th Pl. Chicago 50, Ill	BI2-3100
Crown Tile Corp	125 Walnut Rd. SE, Massillon, Ohio	TE3-3123
Crystal Research Laboratories Inc	29 Allyn St. Hartford, Conn	
Crystaix Corp	Lenni Mills, Pa	GL9-1000
Culligan Inc	S Shermer Rd. Northbrook, Ill	
Curran Co. Frank J. Div. of Esquire Chemical Co	8101 S Main St. Downers Grove, Ill	WO9-2200
Curtis Companies Inc	114 12 Ave. S, Clinton, Iowa	CH2-4214
Custom Hall Inc	Box 215, Roxbury 19, Mass	HI5-2241
Cutlers Guild Ltd. Div. of Imperial International Corp	1776 Broadway, New York, NY	PL7-1814

D

Daco Products Co	783 N Broadway, White Plains, NY	WH6-8590
Daher Co	43-34 37th St. Long Island City 1, NY	EM1-1937
Dalton Mfg. Co	30 S Central Ave. St Louis 5, Mo	PA7-7567
Damar Products Inc	Damar Bldg. Elizabeth, NJ	
Dampp-Chaser Inc	Box 1641, Hendersonville, NC	692-8271
Daniels, Ross Inc	115 SW 8th St. Des Moines 9, Iowa	CH4-5275
Davar Products Inc	15 W 26th St. New York 10, NY	MU3-0866
Davenport & Son Inc., A. C.	311 N Des Plaines St. Chicago 6, Ill	ST2-6683
David Sales & Mfg. Co	4001 Galloway, Sandusky, Ohio	MA5-5640
Davids Gloves Inc	23 W Pleasant St. Springfield, Ohio	FA3-4991
Davies Mfg. Co	Pratt, Kan	GR2-4429
Davis Mfg. Co. Inc	113 W Jackson Ave. Knoxville, Tenn	523-0477
Davis Products Co	U. S. Hwy. 31, Niles, Mich	MU3-2300
Davis & Siehl Co., The	Box 78, Dept HF, Cincinnati 23, Ohio	KI1-0907
Day & Night Mfg. Co	855 Anaheim-Puente Rd. La Puente, Cal	CU3-6611
Dayton Electric Mfg. Co	126 S Oakley Ave. Chicago 12, Ill	SE8-3879
Dayton Irrigation Co	263 High St. Dayton 3, Ohio	BA3-4871
Dayton Safety Ladder Co	2337 Gilbert Ave. Cincinnati, Ohio	PL1-4727
Dean, Dorothy	320 E Buffalo, Milwaukee 2, Wis	BR6-4213

Manufacturers Index

Dearborn Stove Co.	1700 W Commerce, Dallas, Tex.	RI7-7741
Decoware Div. Continental Canco. Inc	530 5th Ave. New York 36, NY	MU2-1300
Dee Mfg. Corp	46 Oliver St. Newark 5, NJ	MI2-2124
Deep River Mfg. Co.	Deep River, Conn	LA6-2061
Deka Plastics Inc	906 Westfield Ave. Elizabeth, NJ.	FL1-0900
Delco Appliance Div. General Motors Corp	Box 230, Rochester 1, NY	CL4-4700
Del Mar Cabinet Co	2865 Gordon Rd. SW, Atlanta, Ga	
Delmonico International	120-20 Roosevelt Ave. Corona 68, NY	TW9-5959
Delsam Co., The	3316 Old Capital Trail, Wilmington 99, Del	WY8-5491
Delta Electric Co	33rd & Nebraska St. Marion, Ind	OR4-2293
Delta Power Tool Div. Rockwell Mfg. Co	Pittsburgh 8, Pa	CH1-8400
Delux Aluminum Ladders Inc.	6812 SW 81st St. S Miami, Fla.	MO7-3643
Dennis & Co., W. J.	9148 King St. Franklin Park, Ill	678-2345
Desert Ray Products Inc	201 International Rd. Garland, Tex	BR6-6157
Deshler Broom Factory Inc., The	Deshler, Neb	50
Design & Mfg. Corp	Connersville, Ind.	CO 1224
Destruxol Corp. Ltd	495 S Arroyo Pkwy. Pasadena, Cal	MU1-6812
Detecto Scales Inc	540 Park Ave. Brooklyn 5, NY	MA4-6100
Detjen Corp. Insecticolor Div.	Pleasant Valley, NY.	ME5-2850
De Vilbiss Co.	Box 522, Somerset, Pa	4158
Dexter Div. Philco Corp.	590 N 8th, Fairfield, Iowa	
Diack Co., A. Geo.	1427 Santee St. Los Angeles 15, Cal	RI8-7377
Diamond Products Co	4178 Union Pacific Ave. Los Angeles, Cal	
Dietz Co., R. E.	225 Wilkinson St. Syracuse 1, NY.	GR4-1071
Dill Mfg. Co	700 E 82nd St. Cleveland 3, Ohio.	UT1-3200
Dille & McGuire Mfg. Co	Richmond, Ind	2-5346
Dillingham Woodenware	Box 186, Hart, Mich	435
Dimensional Kitchens - Raygold Industries	Copiague, NY	PY8-0100
Dinsmore Instrument Co	Box 595, Flint, Mich.	CE4-1605
Dirilyte Co. of America Inc	1142 S Main, Kokomo, Ind	GL2-5688
Distributor's Service Corp	7800 Compton Ave. Los Angeles 1, Cal	LU7-4191
Dominion Electric Corp	150 Elm St. Mansfield, Ohio	LA2-2511
Doranne of California	803 E Macy St. Los Angeles 12, Cal	MA5-7511
Dormetco Inc	Box 64313, Los Angeles 64, Cal	BR2-5542
Dormeyer Corp	5610 W Bloomingdale, Chicago 39, Ill	TU9-8500
Dormeyer Mfg. Co., A. F.	3420 N Milwaukee Ave. Chicago, Ill	AV3-4000
Dornback Furnance & Foundry Co	33220 Lakeland Blvd. Eastlake, Ohio	WH6-1600
Double Rotary Sprinkler Co	422 Admiral Blvd. Kansas City 6, Mo	
Douglas & Co. Inc., David.	1332 S 26th St. Manitowoc, Wis.	MU2-4606
Douglas Furniture Corp	5555 W 65th St. Chicago, Ill	RE5-0500
Dover Corp. Peerless Mfg. Div	1400 W Ormsby Ave. Louisville 10, Ky	ME6-3711
Dover Stamping Co	427 Plymouth Ave. Fall River, Mass	OS9-6456
Dowst Mfg. Co	600 N Pulaski Rd. Chicago 24, Ill	NE8-1000
Drachenberg Mfg. Co	23600 Harper Ave. St Clair Shores, Mich	PR7-2130
Dritz & Sons, John	1115 Broadway, New York 10, NY	WA4-0400
Drop-Lite Electric Mfg. Corp	305 1st St. Brooklyn 15, NY	HY9-4554
Dryomatic Corp	Box 591, Alexandria, Va	KI9-3060
Dryrox Inc.	2800 Beauchamp, Houston 9, Tex.	UN9-2020
Du-All Mfg. Co., The	111 N Eagle St. Geneva, Ohio.	HO6-1151
DuBarry Gloves	443 4th Ave. New York 16, NY	OR9-2980
Ductless Hood Co.	601 Plandome Rd. Manhasset, NY	MA7-6836
Du Mont Emerson Corp	680 5th Ave. New York 19, NY	PL7-5885
Duncan-Morris Co	48 N Valley St. Akron 3, Ohio.	HE4-2709
Dunden Aluminum Products	7521 Intervale, Detroit, Mich	UN1-3337
Dunrod Appliance Corp.	885 Shepherd Ave. Brooklyn 8, NY.	NI9-8900
Dura Steel Products Co	1774 E 21 St. Los Angeles 58, Cal	RI9-9201
Duracold Corp	847 E 52nd St. Brooklyn 3, NY	NA9-0570
Duralast Products Corp	160 Thalia St. New Orleans, La	JA5-7052
Duralite Co. Inc.	1 Park Ave. New York, NY	MU5-8266
Durham Mfg. Corp	700 S Council St. Muncie, Ind	AT2-2244
Durite Corp. Inc.	Iola, Kan.	1565
Duro Housewares Inc	2762-92 N Clybourn Ave. Chicago 14, Ill.	DI8-6936
Duro-Lite Lamps Inc.	N Bergen, NJ.	UN4-3800
Dustikin Products Inc.	2472 3rd Ave. Bronx 54, NY	ME5-6163
Dustmaster Corp	312 S 3rd St. Minneapolis, Minn	FE9-6749
Dwyer Products Corp	Calumet & Holiday, Michigan City, Ind	TR4-5236
Dwymar Co.	1284 Edgehill Rd. Columbus, Ohio.	AX4-1991

E

E-Z Por Mfg. Corp	4315 N Lincoln Ave. Chicago 18, Ill	GR2-0188
Eagle Affiliates Inc	557 Wortman Ave. Brooklyn 8, NY	HI9-3805
Eagle Broom Works	829 E 4th Pl. Los Angeles 13, Cal	MA8-3761
Eagle Electric Mfg. Co. Inc.	23-10 Bridge Plaza S, Long Island City, NY	ST4-9200
Eastern Can Co.	306 Bremen St. E Boston 28, Mass	
Easy Day Mfg. Co	9 Station St. Brookline 47, Mass.	BE2-7440
Easy Laundry Appliance Div. Murray Corp. of America, The	919 N Michigan Ave. Chicago 11, Ill	MO4-5880
Ebco Mfg. Co	265 N Hamilton Rd. Columbus 13, Ohio	BE5-2351
Eclipse Metal Mfg. Corp.	Main St. Eden, NY.	XX2-3432
Economaster.	Box 1136, Nashville 2, Tenn.	AL4-0561
Economy Electric Lantern Co	810 N 6th Ave. Sturgeon Bay, Wis	PI3-5575
Edge-Rite Corp	Box 712, Brownwood, Tex	MI3-7653
Edlund Co. Inc	159 Home Ave. Ext. Burlington, Vt	UN2-9661
Edmont Inc	1300 Walnut St. Coshocton, Ohio	MA2-4311
Educational Products Co	Hope, NJ.	459-4178
Edward Co., Bernard	5252 S Kolmar, Chicago, Ill	LU2-5252
Edwards Co	90 Connecticut Ave. Norwalk, Conn.	TE8-8441
Eisenberg-Lozano Inc.	53 E 34th St. New York 16, NY.	MU5-3459
Ekco-Autoyre Div. Ekco Products Co.	1949 N Cicero Ave. Chicago 39, Ill	BE7-6000
Ekco-Flint Div. Ekco Products Co	1949 N Cicero Ave. Chicago 39, Ill	BE7-6000
Electrend Products Corp	State & Water Sts. St Joseph, Mich.	YU3-5571
Electri-Cord Mfg. Co. Inc	2554 E 18th St. Brooklyn 35, NY	
Electro Engineering Products Co. Inc.	609 W Lake St. Chicago 6, Ill	CE6-2670
Electro-Lads Mfg. Co	Box 2262, Dearborn, Mich	LO1-2424
Electromode, Div. of Commercial Controls Corp.	Box 1052, Rochester 3, NY	BU8-1880
Electro-Voice Inc	Buchanan, Mich	OX5-6831
Elgin Novelties	% Greensfelder, B-210, NE Cor. 47th & Pine Sts. Philadelphia 43, Pa	GR4-3549
Elgin Softener Corp.	134 N Grove Ave. Elgin, Ill.	SH2-7210
Ellbee Mfg. Co	609 Bellair Ave. Vineland, NJ	OX1-2634
Ellenville Wood Novelty Co. Inc.	Clinton Ave. Ellenville, NY	EL 89
Ellwood Co., The (cork importers).	5530 W Harrison St. Chicago 44, Ill.	CO1-6130
Elm Industries Inc.	4711 13 Ave. Brooklyn 19, NY	UL3-7361
Elna Sewing Machine Corp.	164 W 25th St. New York 1, NY.	WA4-7604
Embassy Giftwares	801-1/2 E Macy St. Los Angeles 12, Cal	MA5-1346
Emenee Industries Inc	200 5th Ave. New York, NY.	OR5-4700
Emerson Elec. Mfg. Co., The	8100 Florisant Ave. St Louis 36, Mo.	CO1-1800
Empire Brushes Inc.	200 William St. Port Chester, NY.	WE9-6100
Empire Mfg. Co	1110 Grand Ave. Kansas City, Mo	HA1-7763
Enamel Products Co	341 Eddy Rd. Cleveland 8, Ohio.	GL1-1313
Endicott-Seymour of Ann Arbor	Box 1405, Ann Arbor, Mich	NO2-4900
Engelhard Industries Inc	113 Astor St. Newark 2, NJ	BI2-2700
English Bellows Mfg. Co	27 W 27th St. New York 1, NY.	MU4-7174
Enterprise Aluminum Co.	500 Oberlin Rd. SW, Massillon, Ohio	TE2-7481
EPRAD Inc.	1214 Cherry St. Toledo 4, Ohio.	CH3-8106
Erie Mop & Wringer Co	71 Shenango St. Girard, Pa	SP4-3137
Eska Co. Inc., The	100 W 2nd St. Dubuque, Iowa	58 2-7238
Esquire Chemical Co. Div. of, Curran Co., Frank J.	8103 S Main St. Downers Grove, Ill	WO9-2200
Essex Products Div. of Weico Industries.	208 Clinton St. Hoboken, NJ	SW2-2822
Essick Mfg. Co	1950 Santa Fe Ave. Los Angeles 21, Cal	MA9-3341
Esty Sales Co	888 River Ave. New York 52, NY	CY3-6900
Ethical Products Inc.	2351 Bedford Ave. Brooklyn 26, NY	BU7-9460
Eureka Williams Co. Div. of National Union Electric Corp	Bloomington, Ill.	967-6041
Everain Inc.	Rutherford, NJ	DI2-6600
Everedy Co.	East St. Frederick, Md.	MO3-3123
Ever-Ready Appliance Mfg. Co	5727 W Park, St Louis 10, Mo	MI5-1441
Eversharp Food Slicing Machine Co.	47 Martine Ave. White Plains, NY	WH6-8633
Ever-Shine Polishing Cloth Co	138 Grand St. New York 13, NY	CA6-3710
Ever-Wear Inc.	1210-10 Morgan St. Chicago 8, Ill	CH3-8000
Excel Mfg. Corp.	20th & S Walnut Sts. Muncie, Ind	AT2-2211
Excell Metal Products Inc	2035-41 W Churchill St. Chicago, Ill	HU6-1140
Excello Ltd	1400 W Fulton St. Chicago 7, Ill.	SE8-2211
Excello Baby Plate Co.	185 30th St. Brooklyn, NY	HY9-6955
Extension Drawer Support Co	2319 Washington Blvd. Los Angeles 18, Cal	RE5-6805

F

Fabcraft Inc.	Frenchtown, NJ	FO996-2111
Falco Products Co	1100 W York St. Philadelphia 33, Pa	CE2-6100
Falls Products Inc	415 Railroad Ave. Genoa, Ill.	4-5131
Fama Mfg. Co. Inc.	96-11 222 St. Queens Village, NY	SP6-2600
Famous Shower Curtain Mfg Corp.	109 W 26th St. New York 1, NY.	CH3-3819
Fanon Electronic Industries Inc	439 Frelinghuysen Ave. Newark, NJ	BI3-1020
Farber Inc., S. W.	415 Bruckner Blvd. New York 54, NY	LU5-2000
Farber & Shlevin Inc.	32 Lexington Ave. Brooklyn, NY	ST3-3666
Farber Sydney & Son Inc	951 Shepherd Ave. Brooklyn 8, NY	NI9-0227
Fasco Industries Inc.	Box 509, Rochester 2, NY	HA6-1800
Fashioncraft Products	185 - 30th St. Brooklyn 32, NY.	HY9-6955
Fast Chemical Products Corp	965 Nepperhan Ave. Yonkers, NY.	GR6-6666
Faultless Caster Corp	Evansville 7, Ind.	HA5-9041
Fawn Products Corp	30 Rockefeller Plaza, New York 20, NY.	PL7-1155
Fay Products Co	1831 Old Bayshore Hwy. Burlingame, Cal	OX7-7157
Fedders Corp	58-01 Grand Ave. Maspeth 78, NY.	TW4-8000
Federal Enameling & Stamping Co	Thompson Ave. McKees Rocks, Pa	FE1-4500 (Pgh, Pa)

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Fedtro Inc. Federal Electronics Sales Div.	Federal Electronics Bldg. Rockville Centre, NY	RO6-1435
Feemster Co. W. R.	131 - N Main St. Brooklyn, Mich.	LY2-2174
Feeney Mfg. Co., The	Washington St. & Ohio Ave. Muncie, Ind	AT8-8761
Ferry Mfg. Co. Inc	3116 Spring Garden St. Philadelphia 4, Pa	BA2-3335
Fieth Brothers Sub. of Thornton Mfg. Co., L. M.	2825 E 18th St. Kansas City, Mo	CH1-0200
Filray Corp	3626 Kings Hwy. Brooklyn 34, NY	ES7-3277
Fine Arts Studio	1121-31 Waverly St. Philadelphia 47, Pa	WA5-3091
Finkelstein, M.	3 Great Jones St. New York 12, NY	GR3-2626
Finnell System Inc	500 East St. Elkhart, Ind	JA2-0586
Firelogs Inc	Box 337, Highland, NY	OL6-8781
Fischer & Co., R. A.	517 Commercial St. Glendale 3, Cal	CH5-2746
Fisher Berkeley Corp	1475 Powell St. Emeryville 8, Cal	OL5-9696
Fisher Radio Corp	21-21 44th Dr. Long Island City 1, NY	EX2-2500
Flambeau Plastics Corp	800 Lynn Ave. Baraboo, Wis	EL6-5551
Flat Steel Mfg. Co	4330 Fyler Ave. St Louis 16, Mo	PR1-3982
Flatt & Co., Jos. O.	141 Cedar St. Reading, Pa	FR2-3201
Flexible Tubing Corp	New Whitfield, Guilford, Conn	
Flexo-Line Co	Box 28, Sidney, Ohio	HY2-4691
Flom Co	1261 Broadway, New York, NY	MU4-6775
Flour City Brush Co	1501 4th Ave. S, Minneapolis 4, Minn	FE8-8643
Flower Products Co. Inc	2424 S Cottage Grove Ave. Chicago, Ill	DA6-2424
Flush Wall Radio Co	1012 Cleveland St. Box 1766, Clearwater, Fla.	444-6061
Foil-Tex Aluminum Co	580 S Alameda St. Los Angeles 13, Cal	MA7-8731
Fold-Away Basket Co. Inc	105 W Main, Madison, Ind	1184
Foley Mfg. Co	3300 5th, NE, Minneapolis 18, Minn	ST9-8831
Follows & Bate Ltd	Sunnyhill Ave. Derby, Eng	DE2-1201
Foodco Appliance Corp. M Sub. Kitchen-Quip. Inc	Waterloo, Ind	WA 2831
Forman Family Inc	185-195 Broadway, Brooklyn 11, NY	EV7-0500
Formica Corp	4614 Spring Grove Ave. Cincinnati 32, Ohio	KI1-3670
Fort Recovery Inds. Inc	Fort Recovery, Ohio	123
Foster Aluminum Alloy Products Corp.	43-45 Pearl St. Forestville, NY	WO5-2771
Foxcraft Products	Box 128, Huntingdon Valley, Pa	WI7-1470
Fram Aire Co. Div. Fram Corp	135 Zene St. Henderson, NC	AL2-1141
France Broom Co.	131 N Railroad Ave. Paxton, Ill	1000
Francis Co., A. W.	787 N Center, Somerset, Pa	6700
Frank Plastics Corp	91 Pallister, Detroit 2, Mich	TR5-6465
Franklin Bernard Co	Hedley & Bath Sts. Philadelphia 37, Pa	JE3-4500
Frankoma Pottery	Sapulpa, Okla.	BA4-5511
Frantz Electric Ind. Inc	2775 S Moreland Blvd. Cleveland, Ohio	WY1-3967
Fraser Machine & Mfg. Co	Goleta, Cal	
Fred & Son, W. S.	Macksville, Kan	
Frederick Co. Inc., R. A.	2353 May St. Cincinnati 6, Ohio	AV1-5752
Freeman & Son Inc., I.	12 E 52nd St. New York 22, NY	PL9-6900
Fremont Bags Co	1480 Commonwealth Ave. Boston 35, Mass	BE2-2375
French-Saxon China Co., The	Baugh Ave. Sebring, Ohio	YE8-6161
Fresh'nd-Aire Co. A Div. of Cory Corp	3200 W Peterson, Chicago 45, Ill	IN3-1700
Friedrich Refrig. Inc	1117 E Commerce St. San Antonio 5, Tex	CA5-1671
Frigid Inc	1250 Rockaway Ave. Brooklyn 36, NY	BR2-7500
Frigidaire Div. General Motors Corp.	300 Taylor St. Dayton 1, Ohio	BA3-1161
Frohock-Stewart Co.	79 Beacon St. Worcester 8, Mass	SW1-1709
Fulton Mfg. Co	206 Michigan St. Toledo 2, Ohio	CH6-6653

G

G-H Specialty Co	3408 N Holton St. Milwaukee 12, Wis	WO2-7055
G & S Metal Products Co. Inc	1250 W 65th St. Cleveland 2, Ohio	AT1-7201
G S N Co.	2619 Cherry St. Kansas City 8, Mo	HA1-0349
Gadget House (Importer)	6 E 20th St. New York 3, NY	AL4-3912
Gaffers & Sattler Div. Utility Appl. Corp.	8111 W Beverly Blvd. Los Angeles 48, Cal	OL3-7010
Gailstyn Co	1150 Broadway, New York, NY	OR9-3575
Gala Appliance Mfg. Inc.	2783 W 36th St. Brooklyn 24, NY	ES2-5959
Galewski & Sons, A.	119 W 25th St. New York 1, NY	CH2-5752
Ganz Co., A. J.	115 N La Brea Ave. Hollywood 36, Cal	WE6-1712
Gardex, Inc	500 N Carroll Ave. Michigan City, Ind	TR4-3291
Gardner Mfg. Co.	263 Kansas St. Horicon, Wis	HU5-4461
Garner & Co	1164 Broadway, New York 1, NY	MU6-3030
Gary-Alan Products Co.	1025 Milwaukee Ave. Chicago 22, Ill.	HU6-6756
Gates Rubber Co., The	999 S Broadway, Denver 17, Colo	SH4-1911
Gay Fad Studio Inc	220 Pierce Ave. Lancaster, Ohio	OL3-3471
Gem Electric Mfg. Co. Inc	237 37th St. Brooklyn 32, NY	SO8-0220
Gem Inc.	Box 7218, Memphis, Tenn	FA3-4548
General Appliance Mfg. Co	30 & F St. Omaha 8, Neb	346-4620
General Dynamics/Electronics, Div. of General Dynamics Corp.	1400 N Goodman St. Rochester 3, NY	FI2-8000
General Electric Co	Appliance Park, Louisville 1, Ky	GL4-7511
General Electric Co. Audio Products Div.	Decatur, Ill	4284311
General Electric Co. Electric Components Div.	316 E 9th St. Owensboro, Ky	MU3-2401
General Electric Co. Housewares & Commercial Equipment Div	1285 Boston Ave. Bridgeport 2, Conn	ED4-1012
General Electric Co. Laminated Products Dept	Coshocton, Ohio	MA2-5310
General Electric Co. Large Lamp Dept.	Nela Park, Cleveland 12, Ohio	GL1-6600
General Electric Co. Radio Div	1001 Broad St. Utica, NY	SW7-0750
General Electric Co., Television Receiver Dept	Electronics Park, Syracuse, NY	GR6-4411
General Electric Co. Wiring Device Dept.	95 Hathaway St. Providence 7, RI	ST1-1800
General Floorcraft Inc	3630 Rombouts Ave. Bronx 66, NY	FA5-7400
General Mfg. Co.	1110 E 5th St. Dayton, Ohio	BA8-7032
General Metals Co.	858 Goldsboro St. Greensboro, NC	BR4-5451
General Mower Corp	3335 Princess Anne Rd. Norfolk 2, Va	
General Products Co	Star Rt. "A", Austin 4, Tex	HI2-5224
General Slicing Machine Co. Inc	Walden, NY	PR2-1000
General Textile Co	58-62 Colden St. Newark 3, NJ	MA4-6328
Geneva Modern Kitchens	201 S 8th St. Geneva, Ill	CE2-2620
Gen-O-Craft Inc	1619 N Clybourne Ave. Chicago 14, Ill	MI2-2010
Gerdau Co., The Otto	82 Wall St. New York 5, NY	WH3-6200
Gering Plastics Div. Studebaker-Packard Corp	N 7th St. Kenilworth, NJ	BR6-2900
Gibraltar Mfg. Co. Inc	403 Communipaw Ave. Jersey City, NJ	DE3-1400
Gibson Refrigerator Co. Sales Corp. Sub. of Hupp Corp	Greenville, Mich	PL4-5621
Giftware Corp.	200 W Central Ave. Roselle, Ill	LA9-2051
Gilley Inc	240 E 152nd St. Bronx 51, NY	CY2-5617
Gilton Mfg. Corp	85-99 5th Ave. Paterson, NJ.	AR1-9666
Gladding, McBean Francisan Dinnerware Co	2901 Los Feliz Blvd. Los Angeles 39, Cal	NO3-3361
Glasco Corp	1520 W 5th St. Muncie, Ind	AT4-1471
Glaser Products Corp	912 N Market, St Louis 6, Mo	CH1-3826
Glazing Products Corp	78 & 68 Rd. Middle Village, NY	TW4-7979
Glove Div. Riegel Textile Corp	Conover, NC	IN4-1262
Gold Medal Folding Furn. Co	1700 Packard Ave. Racine, Wis	ME7-5677
Gold Star Polish Mfg. Co. Inc	400 E 10th St. N Kansas City 16, Mo	VI2-0233
Goldey Co. Inc., Louis.	509 Madison Ave. New York 22, NY	PL5-6387
Goodall Mfg. Co	3300 5th St. NE, Minneapolis 18, Minn	
Goodell Co	Antrim, NH	AN 47
Goodkind S & C Co	857 Broadway, New York 3, NY	CH2-7024
Goodrich Industrial Prods. Co., B. F.	500 S Main St. Akron 18, Ohio	BL3-1171
Gordon Associates	1st St. Derby, Conn.	RE5-4613
Goshen Churn & Ladder Inc	Box 578, Goshen, Ind	KE3-2181
Goshen Mfg. Co. Inc., The	10th & Reynolds Sts. Goshen, Ind	KE3-1144
Goslee Co., J. R.	1500 Brookpark Rd. Cleveland 9, Ohio	SH1-9119
Gould Novelties Inc	791 Meacham Ave. Elmont, NY	CO2-3600
Granco Products Inc	83-30 Kew Gardens Rd. Kew Gardens, NY	VI9-8900
Grand Bag & Paper Co	2 S St. Mt. Vernon, NY	MO4-7777
Grand Rapids Dowel Works	701 W Burton, Grand Rapids 9, Mich	CH1-3431
Gravely Tractors	Dunbar, W Va	PO8-1234
Gray & Dudley Co	2300 Clifton Rd. Nashville 3, Tenn	CY1-0462
Grayline Housewares Inc	19 N Union St. Elgin, Ill	SH2-0379
Great Lakes Tractor Co., The	Rock Creek, Ohio	563-3201
Green Mountain Studios Inc	White River Junction, Vt	215-R
Gregg Mfg. Co	Fredericktown, Ohio	MY4-7421
Gregg & Son Inc.	25 Crown St. Nashua, NH	TU2-2761
Griffon Cutlery Corp	151 W 19th St. New York 11, NY	CH2-6133
Griscer Industries Inc	Box 327, Garrett, Ind	FL7-4366
Griswold Mfg. Co.	Fair Ave. Sidney, Ohio	HY2-1511
Grove Plastic Products	4245 Belle Aire Ln. Downers Grove, Ill	WO8-6374
Guard All Chemical Co. Inc	350 Ely Ave. S Norwalk, Conn	TE8-8466
Guardian Mfg. Corp.	3733 E 131 St. Cleveland 20, Ohio	LO1-0330
Guild Products Inc	245 5th Ave. New York 16, NY	MU5-9336
Guild Radio & TV Corp	460 N Eucalyptus Ave. Inglewood 3, Cal	OR8-7771
Gulf & West Indies Co. Inc. (Importer)	141 Front St. New York 5, NY	WH3-4640
Gulton Inds. Inc. (Alkaline Battery Div.)	212 Durham Ave. Metuchen, NJ	LI8-2800

H

H-B Instrument Co.	American & Bristol Sts. Philadelphia 40, Pa	DA9-9125
H-P Tool Mfg. Corp.	124-134 E Cumberland St. Philadelphia 25, Pa	GA5-0527
Haddon Products	800 S Ada, Chicago 7, Ill	WO6-9724
Hadley Pottery Co. Inc.	1570 Story Ave. Louisville 6, Ky	JU4-2171
Haeger Potteries Inc	7 Maiden Ln. Dundee, Ill	HA6-3441
Hahn Co., Arthur W.	199 Lafayette St. New York, NY	CA6-0380
Hall Co., Joseph	2121 W Clearfield St. Philadelphia 32, Pa	BA3-5951
Hallmark Inds. Corp	2323 Biscayne Blvd. Miami, Fla	FR4-3411
Hall Industries.	407 S Dearborn St. Chicago 5, Ill	HA7-6024

Manufacturers Index

Hall Products Inc	Box 520, Oneonta, Ala	CR4-2296
Hamblin Mfg. Co. Inc	28 Water St. Worcester 4, Mass	PL4-3474
Hamburg Broom Works	218 Pine St. Hamburg, Pa	JO2-2724
Hamilton Beach Div., Scovill Mfg. Co	1509 Rapids Dr. Racine, Wis	ME2-2751
Hamilton Cosco Inc	2525 State St. Columbus, Ind	DR2-3771
Hamilton Equipment Corp	100 1st St. Brooklyn 31, NY	UL5-3845
Hamilton Import Corp	132 Front St. New York 5, NY	WH3-9737
Hamilton Industries & Corp	1319 S Michigan Ave. Chicago 5, Ill	WA2-6311
Hamilton Mfg. Co	Two Rivers, Wis	351
Hamilton-Skotch Corp	295 5th Ave. New York 16, NY	MU6-1491
Hampden Mfg. Co. Inc	109 E 4th St. Plainfield, NJ	PL6-4838
Hampden Specialty Products Corp	295 5th Ave. New York 16, NY	MU6-1491
Hancock & Ross Mfg. Inc	135 S 2nd St. Philadelphia 6, Pa	WA5-2055
Handy-Andy Specialty Co. Inc	1107 Broadway, New York 10, NY	CH2-8387
Hankscraft Co	Booster Blvd. Reedsburg, Wis	
Hanson Scale Co	1777 Sherman Rd. Northbrook, Ill	CR2-1100
Harben Co	78 S La Salle St. Aurora, Ill	TW6-7754
Hardesty-Quittner Inc	230 5th Ave. New York 1, NY	MU5-4543
Hardware Designers Inc	Box 4, S Hackensack, NJ	HU9-7070
Hardwick Stove Co	240 Edwards St. SE, Cleveland, Tenn	GR6-4535
Harris Co. Inc., L.	443 Park Ave. S, New York 16, NY	
Harris-Hub Co	666 Lake Shore Dr. Chicago 11, Ill	SU7-7422
Harris Products Co. Inc	119 NE 14th St. Miami Beach 32, Fla	JE1-5175
Harris & Sons, A. J.	817 A Ave. NW, Cedar Rapids, Iowa	EM4-7265
Harrison Oil Specialties Inc	Box 5585, Milwaukee 11, Wis	WO2-4000
Harvell-Kilgore Sales Corp	Box 127, Bolivar, Tenn	4311
Harvey Mfg. Co	116 W Station St. Barrington, Ill	DU1-1060
Harvin Co., The	1010 E Main St. Waynesboro, Va	WH2-8205
Hasty Bake Mfg. Co. Inc	Box 7485, Tulsa, Okla	RI2-5516
Hayes Spray Gun Co	98 N San Gabriel Blvd. Pasadena, Cal	MU1-8486
Hazel-Atlas Glass Co. Div. of Continental Can Co. Inc	15th & Jacob Sts. Wheeling, W Va	CE3-4000
Hazelton Products Inc	9468 Watson Industrial Park, St Louis 26, Mo	WO2-9717
Health-Mor Inc	203 N Wabash Ave. Chicago 1, Ill	
Heat Controller Inc	1900 Wellworth Ave. Jackson, Mich	ST4-8541
Heatrite Inc	311 5th Ave. N, Minneapolis 1, Minn	FE9-3023
Hedlund Co., W. T.	4600 W Washington Blvd. Los Angeles 16, Cal	WE3-9343
Heil-Quaker Corp	647 Thompson Ln. Nashville, Tenn	AL6-6694
Heineke & Co. Inc	426 S 5th St. Springfield, Ill	KI4-7479
Henderson Mfg. Co	Fisher, Ill	TW7-2245
Herbert Corp., A. B.	Stonington, Conn	JE6-2433
Herman Products Inc., Edlen	Jasper & Ontario Sts. Philadelphia 34, Pa	GA3-6490
Herman's Novelty Mfg. Co	315 Rutledge St. Brooklyn 11, NY	EV8-4200
Hess Products, Paul	1935 W North Ave. Chicago 22, Ill	BR8-7766
Hettrick Mfg. Co., The	1401 Summit St. Toledo, Ohio	CH1-6101
Heuck Co., M. E.	Box 20046, Cincinnati 20, Ohio	UN1-6987
Hewitt Brothers Mfg. Co	National City, Cal	GR4-2989
Hi-Lo Mfg. Corp.	1122 W Newport Ave. Chicago 13, Ill	GR7-1890
Hines-Park Foods Inc	408 E State St. Ithaca, NY	9138
Hipwell Mfg. Co	835 W North Ave. Pittsburgh 33, Pa	CE1-7310
Hirco Mfg. Co	2430 W Chicago Ave. Chicago 22, Ill	HU9-0997
Hirsh Mfg. Co., S. A.	8051 Central Park, Skokie, Ill	CO7-4140
Hi-Test Premier Products Inc	361 Broadway, New York 13, NY	WO6-5151
Hoag Duster Co	410 N Maple, Monticello, Iowa	HO5-4730
Hobar Inc	9 Water St. Leicester, Mass	TW2-3700
Hobart Mfg. Co., The	See KitchenAid	
Hobbs Inc., Guy	Dallastown, Pa	33-111
Hoffco Inc	411 N 8th St. Richmond, Ind	2-1171
Hoffman Electronics Corp. Consumer Products Dept	426 W College St. Los Angeles 12, Cal	MA6-3851
Hohmann Cutlery Inc	424 Commercial Ave. Palisades Park, NJ	WI4-1777
Holbeck Mfg. Co	3701 Holt Ave. St Louis 16, Mo	PR3-1487
Holbrook Housewares Corp	156 Flushing Ave. Brooklyn 5, NY	UL5-3666
Holland Ladder & Mfg. Co	430 W 253rd St. Holland, Mich	EX2-9545
Holmen Co., The	Main at 5th, Frisco, Tex	ES7-2416
Holt-Howard Associates	639 Canal St. Stamford, Conn	FI8-5341
Homart Corp	31 W 21st St. New York, NY	OR5-1039
Home Metal Products Co	13006 N Central Expwy. Dallas, Tex	AD5-7104
Homelite Div. Textron Inc	Portchester, NY	WE9-3400
Hoover Co., The	E Maple St. N Canton, Ohio	HY9-9200
Hopkins Mfg. Co	Emporia, Kan	DI2-7320
Hotpoint, A Div. of General Electric Co	5600 W Taylor St. Chicago 44, Ill	MA6-2000
Household Mfg. Co	1844 E 22nd St. Los Angeles 58, Cal	RI7-4301
Houtz & Barwick	Elizabeth City, NC	4191
Howard Hardware Products Co. Inc	250 Elizabeth Ave. Newark 8, NJ	BI2-2233
Howard Housewares, A Div. of La Pointe Industries Inc	155 W Main St. Rockville, Conn	TR5-3351
Howard Mfg. Co	Kent, Wash	UL2-0640
Howe Folding Furniture Inc	1 Park Ave. New York, NY	OR9-5040
Howes Inc., S. M.	387 Oliver St. Fall River, Mass	OS6-8589
Hub Floral Mfg. Co	15 Sleeper St. Boston, Mass	HU2-1650
Hubbard Mfg. Co. Div. KSTP	2668 Territorial Rd. St Paul 14, Minn	MI6-7171
Hudson Mfg. Co., H. D.	589 E Illinois St. Chicago 11, Ill	
Huffman Mfg. Co	188 Davis Ave. Dayton, Ohio	
Hull Cutlers Corp., John	1239 Broadway, New York 1, NY	MU4-2385
Hunter Div. Robbins & Myers Inc	2500 Frisco Ave. Memphis 14, Tenn	FA7-8421
Huss Brush Works	3959 7th St. Riverside, Cal	OV6-2923
Hutzler Mfg. Co	45-36 - 21st St. Long Island City 1, NY	ST4-6288
Hyer Hardware Mfg. Co	800 E Orangethorpe Ave. Anaheim, Cal	TR1-0360
Hygienic Specialties Inc	487 Broadway, New York 13, NY	CA6-8377
Hy-Ko Products Co	6813 Wade Park Ave. Cleveland 3, Ohio	UT1-1733

I

I-K-I Mfg. Co. Inc	Edgerton, Wis	144
I-XL Furniture Co	N Main & Sterling, Goshen, Ind	
Ice Treat Inc	307 S 4th St. Newport, Pa	445
Ideal Mfg. Co	1107 S 7th, Oskaloosa, Iowa	
Ideal Rubber Products Co	273 Van Sinderen Ave. Brooklyn 7, NY	DI6-7100
Idealware Inc	184-10 Jamaica Ave. Hollis 23, NY	AX7-7000
Ilg Electric Ventilating Co	2850 N Pulaski Rd. Chicago 41, Ill	KI5-1520
Illinois Pure Aluminum Co	Holmes & Talcott Ave. Lemont, Ill	CL7-2211
Illinois Water Treatment Co	Box 560, Rockford, Ill	WO8-9691
Imperial Electronics Mfg. Inc	291 Cleveland St. Orange, NJ	OR2-5120
Imperial Knife Associated Cos. Inc	1776 Broadway, New York 19, NY	PL7-1814
Imperial Specialties Co	Union City, Ind	
Incinerator Products Co	633 S Post Ave. Detroit 17, Mich	VI1-2620
India Incense Co. Inc	116 W Illinois St. Chicago, Ill	644-2577
Industrial Gloves Co.	700 Garfield St. Danville, Ill	HI2-6240
Industrial Plastic Co	216 Tingley Ln. Metuchen, NJ	PL7-9500
Ingraham Co., The E.	392 N Main St. Bristol, Conn	LU2-6321
In-Sink-Erator Mfg. Co	1225 - 14th St. Racine, Wis	ME2-1657
International Appliance Corp	920 Stanley Ave. Brooklyn 8, NY	NI9-8900
International Covers Corp	532 Broadway, New York 12, NY	WA5-1747
International Oil Burner Co	Spring & Park Ave. St Louis 10, Mo	PR1-2410
International Paper, Long-Bell Div	Box 1079, Longview, Wash	HA3-2110
International Registar Co	2620 W Washington Blvd. Chicago 12, Ill	VA6-4242
International Silver Co., The	500 S Broad St. Meriden, Conn	BE5-1671
Iona Mfg. Co. Inc., The	49 Regent St. Manchester, Conn	MI3-2111
Irmanton Products Co	70-70 80th St. Glendale 27, NY	
Irmischer A & P Co.	937 W North, Chicago 22, Ill	MI2-8960
Irolite Finishing Co	323 Greenwich St. New York 13, NY	WA5-1439
Iron Fireman Mfg. Co	3170 W 106th St. Cleveland 11, Ohio	OR1-3500
Iron-A-Way Co	Box 326, Peoria, Ill	674-0926
Ironrite Inc	332 Cass Ave. Mt. Clemens, Mich	HO3-0525
Irvin Ware Co	43-30 38th St. Long Island City 1, NY	ST4-2146

J

J & J Tool & Machine Co	9505 S Prairie Ave. Chicago 28, Ill	WA8-1000
J N T Mfg C	Stormville, NY	TR8-6868
Jackson Wm. Co	3 E 47th St. New York 17, NY	Patterson PL3-9400
Jackson Mfg. Co	Harrisburg, Pa	CE4-6293
Jackson Mfg. Co. Inc., W. L.	1222 E 40th St. Chattanooga, Tenn	TA1-2551
Jacobsen Mfg. Co	1721 Packard Ave. Racine, Wis	ME7-6711
Jaffe Mfg. Co., F. H.	1036 W Van Buren, Chicago 7, Ill	SE3-2390
Jamick Mfg. Co	351 Atlantic Ave. Brooklyn 17, NY	MA4-5908
Jari Products Inc	2938 Pillsbury Ave. Minneapolis, Minn	TA5-4459
Javit-Badash Inc	190-02 99 Ave. Hollis 23, NY	HO8-8177
Jaxton Mfg. Corp	Glens Falls, NY	RX2-6538
Jaybee Mfg. Corp	566 San Fernando Rd. Los Angeles 65, Cal	CA1-9104
Jeb-Rod Corp	1950 N Ruby St. Melrose Park, Ill	ES9-3121
Jefferson Electric Co	840 S 25th Ave. Bellwood, Ill	
Jeffrey Steel Products Corp	1345 Halsey St. Brooklyn 27, NY	HY7-4004
Jiffy Enterprises Inc	146-150 N 13th St. Philadelphia 7, Pa	LO8-1070
Joal Mfg. Co. Inc	6437 S State St. Chicago 21, Ill	ST3-2325
Jo-Do Specialty Co. Inc	389 5th Ave. New York 16, NY	MU4-3248
Jodor Mfg & Sales Corp	62 Centre St. Newark 2, NJ	MA2-7231
Johnson Mfgs., Paul E.	2508 S Parkway, Chicago 16, Ill	CA5-2585
Johnson Products Co	531 N Front St. Memphis 1, Tenn	JA5-7497
Johnson-Stuart Co	6124 Milwaukee Ave. Chicago 46, Ill	NE1-0015
Justrite Mfg. Co	2063 N Southport Ave. Chicago 14, Ill	DI8-2114

K

K C Fountain Brush Co	3718 Main St. Kansas City 2, Mo	JE1-1415
Ka-Bar Inc	434 N 9th St. Olean, NY	FR2-5611
Kalo Mfg. Corp	2006 Pritken Ave. Brooklyn 7, NY	HY5-3152

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Kamkap Inc	1107 Broadway, New York 10, NY	ORS-1740
Karith Chemical Co	815 Arthington St. Chicago 7, Ill	MO6-0570
Karoff Originals Ltd	222 Park Ave. S, New York 3, NY	GR7-5768
Kason Display Hardware Inc	12 Heyward St. Brooklyn 11, NY	UL5-1173
Kauffman Air Condition Co	511 N Taylor, St Louis, Mo	JE1-1546
Kauffman Air Conditioning Co	4336 W Pine Blvd. St Louis 8, Mo	JE1-1546
Kautenberg Co., W. E.	Box 90, Freeport, Ill	AD3-1914
Kay Co. Inc., W.	19 W 23rd St. New York 10, NY	ORS-0036
Kay-Townes Antenna Co	Box 593, Rome, Ga	234-2631
Keane's Eagle Broom Works Inc	829 E 4th Pl. Los Angeles 13, Cal	MA8-3761
Keen Industries Inc	320 N Elizabeth, Chicago, Ill	TA6-2570
Keen Mfg. Co	222 W 3rd, Kansas City, Mo	VI2-6858
Kees Mfg. Co., F. D.	700 Park St. Beatrice, Neb	CA3-2391
Kelcey Products	1687 McDonald Ave. Brooklyn 30, NY	ES6-0242
Keller Mfg. Co., H. V.	896 Oregon St. Muscatine, Iowa	AM3-7724
Keller Products Inc	41 Union St. Manchester, NH	NA7-7887
Kellogg Brush Mfg. Co	187 Elm St. Westfield, Mass	LO2-3684
Kelvinator Div. American Motors Corp.	14250 Plymouth Rd. Detroit 32, Mich	WE3-8200
Kemper Brothers Inc	Richmond, Ind	24211
Kemple Glass Works, John E.	1902 Pine St. Kenova, W Va	GL3-2771
Kendall Co., The	111 W 40th St. New York, NY	LO3-7600
Kennedy Brothers	11 Main St. Vergennes, Vt	TR7-2976
Kenney Mfg. Co	609 Wellington Ave. Cranston 10, RI	HO1-1200
Kenro Corp	Fredonia, Wis	MY2-2411
Kent Plastics Inc	830 Monroe St. Hoboken, NJ	OL6-2020
Kesco Mfg. Co	5646 S Kimberk Ave. Chicago 37, Ill	MI3-7705
Keyco Products Inc	Wrightsville, Pa	
Keystone Cabinet Co	Littlestown, Pa	359-5159
Keystone Lamp Mfg. Corp	230 - 5th Ave. New York 1, NY	ORS-6660
Kidde Mfg. Co. Inc	35 Farrand St. Bloomfield, NJ	PI8-8100
Kimball Co., C. M.	131 State St. Boston 9, Mass	LA3-2470
Kimberly-Clark Corp	Neenah, Wis	PA2-3311
Kinfolks Inc	58 Main St. Perry, NY	BE7-2221
King Refrigerator Corp	76-02 Woodhaven Blvd. Glendale 27, NY	TW7-2200
King-Seely Corp. Queen Products Div.	505 Front St. Albert Lea, Minn	
Kinzee Products Inc	259 2nd St. Saddle Brook, NJ	LO4-2152
Kisco Co. Inc	6300 St Louis Ave. St Louis 20, Mo	EV1-9850
KitchenAid Electric Housewares Div., Hobart Mfg. Co., The	Troy, Ohio	FE2-1201
KitchenAid Home Dishwasher Div. Hobart Mfg. Co., The	Troy, Ohio	RA6-9305
Kitchen Maid Corp	Andrews, Ind	
Kitchen Master Appliances Inc	166-1/2 N LaBrea Ave. Los Angeles 36, Cal	WE3-9593
Kitchen Products Mfg. Co	301 Brushton, Pittsburgh 21, Pa	FR1-8000
Klay Kraft Pottery Co	Box 296, Milford, Neb	761-4381
Kleen Test Products	234 N Broadway, Milwaukee 2, Wis	ED2-1511
Klein Max Inc	8915 N End, Ferndale 20, Mich	LI8-4636
Klik	21756 Dequindre, Hazel Park, Mich	SL7-3881
Knapp-Monarch Co	Bent & Potomac Sts. St Louis 16, Mo	PR1-8112
Kneisley Electric Co	2501-9 Lagrange St. Toledo 3, Ohio	CH1-1219
Knibb Industrial Inc	360 N Michigan Ave. Chicago 1, Ill	AN3-1264
Knobler & Co., Alfred E.	225 5th Ave. New York 10, NY	ORS-5577
Knoxville Mop & Broom Works	3325 Monmouth St. NE, Knoxville, Tenn	524-8380
Knuth Engineering Co	1720 N California Ave. Chicago 47, Ill	SP2-1475
Koch Sons Inc., Geroge	10 S 11th Ave. Evansville 4, Ind	HA5-1321
Kohn Mfg. Co	3231 N 30th St. Milwaukee 16, Wis	UP3-4810
Koppoware Products Co	2029 W North Ave. Chicago 47, Ill	EV4-4722
Kord Mfg. Co. Inc	4510 White Plains Rd. New York 70, NY	FA5-7700
Kordite Co. Div. of National Dist. & Chem. Co	Macedon, NY	YU6-4411
Kraftware Corp	225 5th Ave. New York, NY	ORS-8168
Kraus Co., The Walter S.	48-02 43rd St. Woodside 77, NY	ST4-5922
Kreamerware Inc	1164 Broadway, New York 1, NY	MU6-3030
Krieg Inc., Victor J.	1 Depot Plaza, Mamaroneck, NY	OW8-6100
Krischer Metal Products Co	631 Kent Ave. Brooklyn 11, NY	UL5-8163
Kromex Corp	880 E 72nd St. Cleveland 8, Ohio	EN1-2922
Kupfer Julius Inc	79-10 Albion Ave. Elmhurst 73, NY	TW8-0700
Kursh Products Inc	3148 W 32 St. Cleveland 9, Ohio	ME1-4634
Kwikway Co. Div of Knapp Monarch Co	3501 Bent, St Louis, Mo	PR1-8112

L

L-Co Cabinet Corp	S 5th St. Shamokin, Pa	648-3767
La Belle Silver Co. Inc	Cooper Ave. & 80th St. Glendale 27, NY	
Laboratory Equipment Corp	Hilltop Rd. St Joseph, Mich	YU3-5533
Lafayette Brass Co. Inc	409 Lafayette St. New York 3, NY	GR5-8900
Lafayette Products Co. Inc	25 W 31st St. New York, NY	BR9-1368
Laitner Brush Co	2000 Brooklyn Ave. Detroit, Mich	WO5-2040
Lake Co. Inc., Robert L.	208 Russell Pl. Hackensack, NJ	DI3-3967
Lake Drive Products Co. Inc	Box 166, Edgerton, Wis	ED 453
Lakewood Engineering & Mfg. Co	212 N Carpenter St. Chicago 7, Ill	SE8-3220
Lambert Inc	519 Hunter Ave. Dayton 4, Ohio	BA3-7295
Lamson & Goodnow Mfg. Co	45 Conway St. Shelburne Falls, Mass	MA5-6331
Lancaster Pump & Mfg. Co. Inc	Lancaster, Pa	EX7-3521
Landau & Co. Inc., Max	22 W 48th St. New York 36, NY	PL7-8455
Landers Frary & Clark	47 Center St. New Britain, Conn	BA9-0351
Lane Book Co	Menlo Park, Cal	DA1-3600
Langbein-Giftwares Div	161 Willoughby St. Brooklyn 1, NY	MA4-0070
Langner Mfg. Co	12 W 27th St. New York 1, NY	MU4-7216
Larson Co., Charles O.	Box 358, Sterling, Ill	MA5-0503
Larson Ladder Co	651 Martin Ave. Santa Clara, Cal	AX6-9400
Lasko Metal Products Co	438 W Gay St. W Chester, Pa	OW6-0700
La Solana Potteries	Box 613, Scottsdale, Ariz	WH5-6123
Las-Stik Mfg. Co., The	Wayne & B Sts. Hamilton, Ohio	TW3-4781
Lau Blower Co., The	2027 Home Ave. Dayton 7, Ohio	AM3-3591
Laughlin China Co., Homer	Newell, W Va	EV7-1300
Law Alarm & Signal Systems	Box 5106, Seven Oaks Sta. Detroit 35, Mich	861-6256
Lawlor Co., S. C.	122-24 N Aberdeen St. Chicago, Ill	MO6-0400
Lawncraft Mfg. Corp	Hoffman, Ill	
Lawnmaster Co., The	610 S "H" St. Richmond, Ind	
Lawrence Distributors Inc	1531 W Clearfield St. Philadelphia 43, Pa	BA8-8050
Lawson Co., The F. H.	Evans & Whateley Sts. Cincinnati 4, Ohio	BL1-2400
Lazy Boy Lawn Mower Co. Inc	1315 W 8th St. Kansas City 1, Mo	HA1-6477
Lectro Lawnshear Corp	West Point, Pa	OX9-4471
Lee-Rowan Co	6301 Etzel Ave. St Louis 33, Mo	PA1-3363
Lee Rubber & Tire Corp	Conshohocken, Pa	TA8-0400
Leeds of California	235 Westminster Ave. Venice, Cal	EX6-8700
Leg-O-Matic Co. Div of Lorraine Novelty Mfg. Co	450 Hancock St. Bridgeport 4, Conn	ED3-5148
Lehman Brothers	197 Grand St. New York 13, NY	CA6-4233
Leigh Building Products Div. Air Control Products Inc	Coopersville, Mich	GL9-4411
Leiner & Co., George S.	1250-1254 Brook Ave. New York 54, NY	CY3-6190
Leipzig Company, A.	18 W 27th St. New York 1, NY	MU4-5068
Lekson Products	Johnstown, Pa	JO9-6464
Lenox Plastics Inc	4417 Oleatha Ave. St Louis 16, Mo	PR6-3100
Lerner Inc., Stuart M.	525 Broad Hollow Rd. Melville, NY	LO4-0742
Lethelin Products Co. Inc	15 MacQuesten Pwy. S, Mount Vernon, NY	MO7-1820
Leviton Mfg. Co. Inc	236 Greenpoint Ave. Brooklyn 22, NY	EV3-4500
Levitz, Harry	1150 Broadway, New York 1, NY	MU3-2226
Lewyt Corp	43-22 Queens St. Long Island City 1, NY	EM1-9040
Libbey Glass, Div. of Owens-Illinois Glass Co	Toledo, Ohio	CH2-6543
Liberty Electric Corp	1915 Madison Ave. Indianapolis 25, Ind	ME1-3900
Liebermann Waelchli & Co. New York Inc	15-19 W 37th St. New York 18, NY	LO5-1125
Lifetime Cutlery Corp	54 Knickerbocker Ave. Brooklyn 37, NY	HY7-4023
Lighthouse Industries of New York Assoc for the Blind, The	36-20 Northern Blvd. Long Island City, NY	ST4-0106
Lightolier Inc	346 Claremont Ave. Jersey City, NJ	DE3-5120
Lincoln Co., A.	400 Harral Ave. Bridgeport 4, Conn	ED5-9075
Lincoln Floor Machinery Co	1100 Haskins Rd. Bowling Green, Ohio	CH1-5424 Toledo
Lincoln Mfg. Co	Westminster, Md	TI8-7711
Lincoln Metal Products Corp	225 - 42nd St. Brooklyn 32, NY	HY9-8100
Lindsay Co., The Div. Union Tank Car. Co	1381 Marshall Ave. St Paul 4, Minn	
Ling-Temco Electronics Inc. Temco Industrial Div	Box 6191, Dallas 22, Tex	BR6-7111
Lisk-Savory Corp	245 Gorham St. Canandaigua, NY	1776
Lispenard Mfg. Corp	128 32nd St. Brooklyn 12, NY	ST8-6143
Litho Metal Products Co	Box 3573, 2490 Lee Blvd. Cleveland 18, Ohio	ER1-4805
Lith-O-Ware Products Inc	2700 N Paulina St. Chicago 14, Ill	WE5-6633
Little Burner Co. Inc., H. C.	Box 60, San Rafael, Cal	
Little Wonder Inc. Schiller-Pfeiffer Inc	1028 St. Rd. Southampton, Pa	EL7-5110
Living Aluminum Inc	Farmingdale, Long Island, NY	MY4-4000
Lober & Associates, M.	7 Central Park W, New York, NY	JU6-2117
Locke Stove Co	114 W 11th St. Kansas City, Mo	HA1-1650
Lorch & Co. Inc., H.	288 Flushing Ave. Brooklyn 5, NY	UL5-0295
Los Angeles Potteries	11700 S Alameda, Lynwood, Cal	
Lotus Glass Co., The	Lock Box 191, Barnesville, Ohio	GA5-1996
Louisville Fireplace Corp	118 W 1st St. New Albany, Ind	WH5-0245
Louisville Pottery Co	228 E Bloom St. Louisville 8, Ky	ME7-2543
Loveland Broom Co	Box 395, Loveland, Colo	NO7-3802
Lubbers & Bell Mfg. Co	86 - 16th Ave. Clinton, Iowa	CH2-4124
Luce Mfg. Co	Box 502 (18 Marshall St.), S Norwalk, Conn	VO6-2529
Luderus Brothers	5115 W Good Hope Rd. Milwaukee 23, Wis	FL3-9450
Ludlow Papers, A Div. of Ludlow Corp	Needham Heights 94, Mass	HI4-4900
Lux Clock Mfg. Co. Inc	95 Johnson St. Waterbury 20, Conn	PL6-3661
Lynchburg Planter Mfg. Co	1760 Park Ave. Lynchburg, Va	VI5-5581
Lynch-Jamentz Co	1109 N Virgil Ave. Los Angeles 29, Cal	NO3-1189
Lyons Co., R. H.	18 W 27th St. New York 1, NY	MU4-5068

Manufacturers Index

M

M & M Broom Co	7754 Jefferson St. Paramount, Cal	NE6-8114
Macklanburg-Duncan Co	Box 1197, Oklahoma City, Okla	JA8-4411
Maggie Magnetic Inc	111 Marion St. Paterson, NJ	AR1-1866
Magic Chef	King Edward Ave. Cleveland, Tenn	GR6-8526
Magic Hostess Corp	36 & Bennington, Kansas City 29, Mo	UN1-1000
Magna Wonder Knife Inc	350 5th Ave. New York, NY	LO5-6286
Magnavox Co	Bueter Rd. Fort Wayne 4, Ind	E 9721
Magnolia Products Inc	Columbus, Miss	FA8-1600
Mahana Importing Co	7 W 30th St. New York 1, NY	LA4-6724
Maine Mfg. Co., The	46 Bridge St. Nashau, NH	TU2-5143
Maison Gourmet Ltd	1170 Broadway, New York 1, NY	MU4-6877
Maison International Ltd	30 W 15 St. New York 11, NY	OR5-8822
Majestic Co. Inc., The	Huntington, Ind	4700
Majestic International Sales Div. Wilcox-Gay Corp	743 N La Salle St. Chicago 10, Ill	WH4-0077
Majestic Products	50 Webster Ave. New Rochelle, NY	BE5-0991
Majestic Seat Co. Inc	Box 580, Newnan, Ga	AL3-3930
Majestic Silver Co., The	241 Wolcott St. New Haven 6, Conn	LO2-5171
Major Electronics Corp	762 - Wythe Ave. Brooklyn 11, NY	MA4-2557
Major Industries Inc	505 N LaSalle St. Chicago 10, Ill	WH4-2528
Major Line Products Co. Inc	Box 478, Hoquiam, Wash	GE8-4362
Major Slicing Mach Corp	Rt. 208, Walden, NY	PR2-1000
Malden Mop & Brush Co	7-27 Eden St. Boston 29, Mass	CH2-3690
Mallory Plastics Co	3670 Milwaukee Ave. Chicago 41, Ill	AV2-1670
Malloy Dan Co	253 N 4th St. Philadelphia, Pa	MA7-1423
Mamco Corp	532-542 4th St. Racine, Wis	ME4-1923
Manco Corp	Box 337, Samoset, Fla	
Manesco Inc	605 Plandome Rd. Manhasset, NY	MA7-6838
Manitowoc Equipment Works	621 Quay St. Manitowoc, Wis	MU4-6662
Manning-Bowman Div. McGraw-Edison Co	2nd & Vine, Boonville, Mo	TU2-2717
Manufacturer's Marketing Co	299 Madison Ave. New York 17, NY	MU2-3623
Mardigian Corp. Buckeye Div	Wooster, Ohio	AN2-3015
Margaret Studios Inc	Box 68, Murphy, NC	VE7-2326
Marjon & Assoc	Box 791, Maricopa, Cal	RO9-8517
Mark Mfg. Co. Inc	Owosso, Mich	SA3-4161
Markel Electric Products Inc	141-149 Seneca St. Buffalo 3, NY	TL6-1800
Marken Mfg. Co. Inc	60-06 37th Ave. Woodside 77, NY	
Marks Mfg. Co	700 N Carpenter St. Chicago 22, Ill	CH3-1000
Marquette Corp	307 E Hennepin Ave. Minneapolis 3, Minn	
Marsh Industries	224 E 16th St. Los Angeles 15, Cal	RI7-9393
Marshallan Mfg. Co	1971 W 85 St. Cleveland 2, Ohio	ME1-2400
Martin Stamping & Stove Co	Box 259, Huntsville, Ala	JE4-1654
Marvel Lamp Co	95 River St. Hoboken, NJ	SW2-3600
Marvel Metal Products Co	3843 W 43 St. Chicago, Ill	LA3-4804
Marvin Mfg. Co., W. B.	W Court St. Urbana, Ohio	3-2131
Maryland Plastics Inc	9 E 37th St. New York 16, NY	MU6-4754
Massasoit Co	Laureiton, NJ	TW2-3500
Master Mfg. Co.	9200 Inman Ave. Cleveland 5, Ohio	MI1-0500
Master Metal Products Inc	291 Chicago St. Buffalo 5, NY	TL4-2385
Master Specialty Products Mfg. Co	165 Nye Ave. Newark 8, NJ	WA3-3831
Masterbuilt Products Corp	325 S Walnut St. S Bend, Ind	AT7-6567
Mastercrafters Clock & Radio Co	1750 W Fulton St. Chicago 12, Ill	CH3-4400
Mathes Co. Div. of Glen Alden	Marble Falls, Tex	OX3-4361
Mathew Products Co., Mary	44 W 28th St. New York 1, NY	LE2-4165
Matsushita Electric Corp. of America	41 E 42nd St. New York 17, NY	MU2-6244
Maus Inc., George H. (Importers)	25 Hamilton St. Amsterdam, NY	VI2-3431
Maxwell-Phillip Co. Inc	225 5th Ave. New York 10, NY	MU4-3197
Mayfair Seats	Sheboygan Falls, Wis	HO7-6041
Maytag Co	Newton, Iowa	PY2-7000
Mazzoli Coffee Inc	236 Ave. U, Brooklyn, NY	HI9-0909
McArthur & Sons Inc., Geo.	Baraboo, Wis	EL6-6683
McBurney Co., A. D.	5908 Hollywood Blvd. Hollywood 28, Cal	HO2-6543
McConnell Cabinet Shop Inc	3017 N Rumford, El Monte, Cal	GI4-2653
McCoy Pottery Co., The Nelson	Roseville, Ohio	OX7-7331
McCulloch Corp. - Los Angeles Div.	6101 W Century Blvd. Los Angeles 45, Cal	SP6-2900
McDonough Power Equipment Inc	Atlanta, Ga	JA3-8551
McGraw-Edison Co. Berstad Mfg. Div.	2nd & Vine Sts. Boonville, Mo	TU2-2717
McHutchison & Co	695 Grand Ave. Ridgefield, NJ	WH3-2230
McKinney Mfg. Co	1715 Liverpool St. Pittsburgh 33, Pa	AL1-5400
Meade Mfg. Inc	U.S. 54 & 160 W, Meade, Kan	176
Meakins McKinnon Inc	Box 435, Lockport, NY	HF3-6738
Mehl Mfg. Co	2057 Reading Rd. Cincinnati 2, Ohio	CH1-5430
Meier Div. of Lau Blower Co., The	3521 E Washington St. Indianapolis 7, Ind	FL7-1151
Melard Mfg. Corp	2926 White Plains Rd. New York 67, NY	TU1-4444
Melco Foundry & Mfg. Co	2021-25 W Ferdinand St. Chicago 12, Ill	HA1-4900
Melcor Inc	66 Barker St. Calais, Me	GL4-3232
Mell-Hoffmann Mfg. Co	1827 W Webster Ave. Chicago 14, Ill	EV4-1800
Melnor Industries Inc	Carol Pl. Moonachie, NJ	
Melrose Lamp & Shade Co. Inc	1915 Park Ave. New York 35, NY	AT9-2272
Mengel Wood Industries Inc	Union City, Ind	964-3135
Merit Enterprises Inc	577 Wortman Ave. Brooklyn 8, NY	NI9-1800
Merkle Broom Co	101 W End Ave. Paris, Ill	5-0742
Merryway Co	North Rd. Poughkeepsie, NY	GL4-4364
Metal Cabinet Mfg. Co	3 Lexington Ave. Brooklyn 38, NY	ST9-4105
Metal Products Engineering Inc	4000 Long Beach Ave. Los Angeles 58, Cal	AD2-5263
Metal Stampings Inc	69 Hammond St. Worcester 10, Mass	PL5-2904
Metal Ware Corp., The	1700 Monroe St. Two Rivers, Wis	368
Metalaire Products Div. McGraw-Edison Co	Box 1712, Phoenix, Ariz	AL4-7101
Metalcraft Manufacturing Corp	Bent & Potomac Sts. St Louis 16, Mo	PR1-8112
Metaline Products Co. Inc	101 N Feltus St. at David St. S Amboy, NJ	PA1-1373
Metravox Corp	732 - 65th St. Brooklyn 20, NY	TE3-8500
Metro Molding Corp	14411 Caine Ave. Cleveland 28, Ohio	LU7-1353
Mexican Products Co	Box 506, Laredo, Tex	RA2-1775
Meyer of California, Fred	1499 Potrero Ave. San Francisco, Cal	VA6-4966
Meyer & Sons, W. F.	400 N Wells St. Chicago 10, Ill	WH4-6767
Meyercord Co., The	5323 W Lake St. Chicago 44, Ill	ES8-3700
Miami Cabinet Div. Philip Carey Mfg. Co	1700 Grand Ave. Middletown, Ohio	GA3-0741
Michigan Brush Mfg. Co. Inc	7411 Central, Detroit 10, Mich	TE4-1070
Michigan Maple Block Co	Petoskey, Mich	DI7-2414
Michigan Saw & File Co	61 Sproat St. Detroit, Mich	WO3-5935
Middleman, Al	1834 Broadway, New York 23, NY	CI5-8915
Midland Specialties Co	4801 S Richmond St. Chicago, Ill	LA3-7400
Mid-States Rubber Products Inc	1230 Race St. Princeton, Ind	FU5-3473
Midwest Plastics Inc	208 Bates Ave. St Paul, Minn	PR1-1252
Midwest Tool & Cutlery Co	Sturgis, Mich	OL1-2476
Milbern Mfg. Co	47-45 Vernon Blvd. Long Island City 1, NY	ST6-0662
Miller Clock Co., Howard	110 W Washington St. Zeeland, Mich	PR2-2187
Miller Electric Co	120 Main St. Pawtucket, RI	
Miller-Harris Instrument Co	1134 S 1st St. Milwaukee 4, Wis	EV3-7256
Miller Inds. Inc., R. A.	1525 Marion St. Grand Haven, Mich	842-9450
Millers Falls Co	57 Wells St. Greenfield, Mass	PR3-5426
Miltenberg Inc., E.	43 Great Jones St. New York 12, NY	SP7-0620
Milwaukee Dustless Brush Co	530 N 22d, Milwaukee 3, Wis	WE3-3388
Milwaukee Electric Tool Corp	5368 W State St. Milwaukee 8, Wis	SP1-1740
Milwaukee Wire Frame Co	1570 1st St. Milwaukee 4, Wis	MI5-5633
Minneapolis-Honeywell Regulator Co.	2753 4th Ave. S, Minneapolis 8, Minn	FE2-5225
Miracle Grip	909 10th St. Huntington Beach, Cal	LE6-3625
Miracloth Sales Chicopee Mfg. Corp.	Box 68, Milltown, NJ	MI8-1300
Mirra Cote Industries	Box 158, El Segundo, Cal	SP2-2191
Mirro Aluminum Co	1512 Washington St. Manitowoc, Wis	MU4-4421
Mishan & Sons, E.	6 W 28th St. New York 1, NY	LE2-2356
Mission Home Products Inc	Box 54115, Los Angeles 54, Cal	NE9-0911
Mission Industries	753 W Washington, Box 1087, Escondido, Cal	SH5-3021
Mister Bartender Products Inc	1336 W 228th St. Torrance, Cal	DA6-2121
Mitchell Industries, Dennis	4424 Paul St. Philadelphia, Pa	PI3-1900
Mitchell Mfg. Co. A Div. of Cory Corp.	3200 W Peterson, Chicago 45, Ill	IN3-1700
Mitchell Mfg. Co. Inc	913 Broadway, Monett, Mo	BE5-5115
Mizim Mfg. Co	21756 Dequindre Rd. Hazel Park, Mich	SL7-3881
Modeline Co. of Calif	120 N Beaudry Ave. Los Angeles 12, Cal	MA5-2112
Modern Cabinet Works	N 1002 Hamilton, Spokane 2, Wash	HU7-8493
Modern Space Master Products Inc	55 Water Mill Ln. Great Neck, NY	
Modern Water Equipment Co	230 E Main, Freeport, Ill	AD2-3141
Modglin Co. Inc	1632 Flower St. Glendale 1, Cal	CH5-6774
Moeller Mfg. Co. Inc	Box 1318, Greenville, Miss	ED5-2326
Mohawk Business Machines Corp	944 Halsey St. Brooklyn 33, NY	GL5-9570
Monarch Range Co	1611 T Lake St. Beaver Dam, Wis	TU5-6001
Mono Mfg. Co	540 E Commercial, Springfield, Mo	UN2-9324
Monogram Industries Inc	825 S Front St. Quincy, Ill	BA3-2585
Monongahela Valley Cut Glass Co	E Brockway Ave. Morgantown, W Va	LI9-3638
Montrose Hanger Co	Montrose, Pa	355
Moody Machine Products Co	44 Dudley St. Providence 5, RI	GA1-3317
Moore Tractor Inc., Tom	Mentua, Ohio	CR4-2273
Moran Brush Mfg. Co. Inc	30 Manila Ave. Hamden, Conn	AT8-1682
Mor-Flo Heater Corp	2176 E 76th St. Cleveland, Ohio	UT1-2300
Morphy-Richards Inc	232 S Van Brunt St. Englewood, NJ	LO9-9624
Morse Sewing Mach. & Supply Corp	122 W 26th St. New York 1, NY	AL5-2900
Morton Pottery Co	Morton, Ill	4-2611
Moss Co. Inc. (Importer), S. I.	112 E 19th St. New York 3, NY	GR7-5732
Moto-Mower Inc. Sub. Dura Corp	625 S G, Richmond, Ind	4-1510
Motor Wheel Corp. Consumer Products Div	509 S Poplar St. LaGrange, Ind	HO3-2191
Motorola Consumer Products Inc	9401 W Grand Ave. Franklin Park, Ill	GL1-1009
Mouli Mfg. Corp	91 Broadway, Jersey City 6, NJ	HE5-7267
Mountain States Appliance Cord Co	1932 Arapahoe, Denver 2, Colo	AL5-5893
Mueller Climatrol Div. Worthington Corp	2005 W Oklahoma Ave. Milwaukee, Wis	MI5-1166
Multi Products Inc	824 W 36th St. Chicago 9, Ill	LA3-3568
Munsey Products Inc	Box 4285, Asher Ave. Sta. Little Rock, Ark	LO5-6632
Murphy Co., R.	13 Groton - Harvard Rd. Ayer, Mass	SP2-3481
Muscatine Broom Factory	918 Colver St. Muscatine, Iowa	AM3-7709
Musical Products Corp	3711 W Pine Blvd. St Louis 8, Mo	FR1-4522
Mutschler Brothers Co	Nappanee, Ind	213
Myers & Brother Co., The F. E.	Ashland, Ohio	2-1544

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N F C Engineering Co	2939 6th Ave. N, Anoka, Minn	HA1-2224
Nagler Mfg. Corp	198 Sumner St. E Boston 28, Mass	LO7-7737
Nalle Plactics Inc	108 W 2nd St. Austin 1, Tex	GR2-9388
Nash Mfg. Co	10024 Carnegie Ave. Cleveland 6, Ohio	SW1-7255
Nash Mdse Co., E. T.	725 Broadway, New York City 3, NY	GR7-2689
Nassau Sponge Co	124 W. Kinzie St. Chicago, Ill	644-1928
National Aluminum Mfg. Co	720 Park Ave. Peoria 3, Ill	682-5473
National Blenders	97 Pasadena Ave. S Pasadena, Cal	CL7-0705
National Broom Mfg. Co	240 S Santa Fe Ave. Pueblo, Colo	LI3-2914
National Brush Co	Illinois Ave. Aurora, Ill	TW7-9133
National Food Slicing Machine Co	47 Martine Ave. White Plains, NY	WH9-7384
National Gas Logs Inc	1528 Williamsbridge Rd. New York City, NY	TA8-6780
National Glass Mfg. Co	39-41 Mechanic St. Buffalo 2, NY	TL2-0354
National Lock Co	1902 7th St. Rockford, Ill	WO2-4455
National Presto Industries	Eau Claire, Wis	TE2-1611
National Products Inc	900 Baxter Ave. Louisville 4, Ky	JU3-0206
National Rubber Machinery Co. Plumbing Equipment Div	920 Lafayette Rd. Medina, Ohio	PA3-1591
National Silver Co	241 5th Ave. New York 16, NY	
Naxon Utilities Corp	3600 W Touhy Ave. Chicago 45, Ill	RO4-4900
Neatway Products Inc	1010 Lyndale Ave. N, Minneapolis, Minn	FE6-7761
Necchi Sewing Machine Sales Corp	164 W 25th St. New York 1, NY	WA4-7604
Nelson Mach. & Mfg. Co	Box 354, Ashtabula, Ohio	WY3-9871
Nesbit Inds. Inc	1823 N Milwaukee Ave. Chicago 47, Ill	AR6-3626
Nesco Industries Inc. Div. of Knapp-Monarch Co	Bent & Potomac Sts. St Louis 16, Mo	PR1-8112
Nevamar Carefree Kitchens	Odenton, Md	
New England Carbide Tool Co. Inc	55 Commercial St. Medford 55, Mass	EX5-7100
New England Clock Co	Farmington, Conn (Bristol)	LU3-6303
New Method Mfg. Co	76 S Ave. Bradford, Pa	FO2-6611
New Milford Construction & Repair Co	169 Lodi St. Hackensack, NJ	HU9-5100
New Monarch Machine & Stamping Div. Western Tool & Stamping Co	Des Moines, Iowa	AT8-3261
New York Feather Duster Co	216 Mercer St. New York City 12, NY	SP7-2683
Newland Schneeloch & Piek Inc	1107 Broadway, New York, NY	WA9-0377
Newth Rubber Co	County Rd. Barrington, RI	CH5-8050
Nichols Wire & Aluminum Co	Davenport, Iowa	324-2121
Nicro Steel Products Co. A Div. of Cory Corp	3200 W Peterson, Chicago 45, Ill	IN3-1700
Noma Lites Inc	55 W 13th St. New York 11, NY	OR5-6000
Norcold Inc	5111 W Washington Blvd. Los Angeles 16, Cal	WE1-8123
Norcrest China Co	115 NW 1st Ave. Portland, Ore	CA8-7404
Norcross & Sons Co., C. S.	Cor. Dean & Davis Sts. Bushnell, Ill	43
Norfolk Products Corp	Norfolk, Conn	KI2-5541
Norge Sales Corp	Merchandise Mart Plaza, Chicago 54, Ill	
Norjac Mfg. Corp	122 Washington, Brooklyn, NY	MA4-1340
Norman Mfg. Co	3519 N Lawrence St. Philadelphia 40, Pa	GA6-3664
Norquist Product Inc	Jamestown, NY	5-1171
North American Electric Lamp Co	1520 N 13th St. St Louis 6, Mo	CE1-2585
North American Philips Co. Inc	100 E - 42nd St. New York 17, NY	OX7-3600
North East Metal Products Corp	Safedge Bldg. Merrick, NY	FR6-6577
North Wayne Tool & Die Co	39 Waterville Rd. Oakland, Me	HO5-2524
Northern Electric Co	5224 N Kedzie Ave. Chicago 25, Ill	
Northern Incandescent Lamp Co	1 Newark St. Hoboken, NJ	OL9-1776
Northern Industrial Chemical Co. Inc.	11 Elkins St. Boston 27, Mass	AN8-4240
Northland Aluminum Products Inc	Hwy. #7 at Belt Line, Minneapolis 16, Minn	WA7-8839
Northwest Plastics Inc	65 Plato Ave. St Paul 1, Minn	CA7-6686
Notion Accessories Mfrs'	286 5th Ave. New York, NY	BR9-5995
Nova Mfg. Co	89 Bogart St. Brooklyn, NY	HY7-1700
Novel-Craft Mfg. Co	58 E 11 St. New York, NY	GR3-3210
Nu Chrome Sales Co	1848 E Vernon Ave. Los Angeles 58, Cal	AD2-7183
Nu-Lite Products Inc	212 5th Ave. New York 10, NY	MU3-0996
Nu Tone Inc	Madison & Red Bank Rds. Cincinnati 27, Ohio	BR1-6500
Nu-Wipe Inc	57 N Washington St. Plainville, Conn	SH7-2787

O

Oberholtzer Kitchens Inc	Rt. 309, Coopersburg, Pa	5631
O-Cedar	2246 W 49th St. Chicago 9, Ill	FR6-8000
O'celo - General Mills Inc	1200 Niagara St. Buffalo 13, NY	TT6-5700
Ohio Stamping & Mfg. Co	5103 Lakeside, Cleveland 14, Ohio	EX1-5577
Ohio Wire Products Co. Inc	1025 E 5th Ave. Columbus, Ohio	AX9-4157
O'Keefe & Merritt	3700 E Olympic Blvd. Los Angeles 23, Cal	AN8-0131
Olsen Knife Co., Lee E.	Howard City, Mich	YE1-4373
Olympic Radio & Television	34-01 38th Ave. Long Island City 1, NY	EX2-5200
Oneida Silversmiths	Oneida, NY	FN3-3000
Ontario Knife Co	Franklinville, NY	3233
Organ Corp. of America	59 Hempstead Gardens Dr. W Hempstead, NY	SU5-2550
Mercury Electronics	8345 Hayvenhurst Ave. Sepulveda, Cal	EM2-3129
Orr Co. Inc., J. A.	10019 S Western Ave. Chicago 43, Ill	BE3-6817
Osborn Engineering Corp	1400 E LaFayette St. Bloomington, Ill	825-2180
Osmo Tanning & Mfg. Co	Spartansburg, Pa	2785
Osrow Products Co	Hazel St. Glen Cove, NY	
Oster Mfg. Co., John	5055 N Lydell Ave. Milwaukee 17, Wis	ED2-8300
Outboard Marine Corp. Engines & Equipment	600 Pershing Rd. Waukegan, Ill	MA3-8200
Outdoor Oven Fireplace Co	850 Windsor St. Hartford 1, Conn	JA2-8125
Overocean Clock Co	6 W 18th St. New York 11, NY	CH2-2254
Owens-Illinois Glass Co	Ohio Bldg. Toledo 1, Ohio	CH2-6543
Ox Fibre Brush Co. Inc	E Church St. Frederick, Md	MO3-6141

P

P B R Mfg. Co	H & Luzerne Sts. Philadelphia 24, Pa	GA6-0932
PM Mfg. Co	2245 White Plaines Rd. Bronx 67, NY	OL5-3600
P M C Mfg. Corp	Phoenicia, NY	OV8-5614
Pacific Coast Brush Co	2030 E 7th St. Los Angeles 21, Cal	MA3-3287
Pacific Coat Hanger Co	6710 Avalon Blvd. Los Angeles 3, Cal	PL8-1122
Pacific Electricord Co	3217 Exposition Pl. Los Angeles 18, Cal	AX3-7205
Pacific Neocraft Corp	840 N Broadway, Escondido, Cal	SH5-7733
Pacific-Western Pacific Import Co	1325 S Los Angeles St. Los Angeles, Cal	RI7-5407
Pal Novelty Co. Inc	1741 Sheepshead Bay Rd. Brooklyn 35, NY	DE2-1219
Palace Metal Products Inc	1045 Essex St. Brooklyn 8, NY	NI9-0784
Palm Brothers Decalcomains Co	3691 Regent Ave. Cincinnati 12, Ohio	ME1-5681
Palmetto Brush & Whisk Div. Wootton Fibre Co	Box 11, Grand Crossing Branch, Jacksonville, Fla	EL4-1707
Panelboard Mfg. Co	222 Pacific St. Newark 5, NJ	MA3-8368
Pantry Queen Products Inc	225 42nd St. Brooklyn 32, NY	HY9-8100
Panzer Products Inc	1010 E Main St. Waynesboro, Va	WH2-8205
Paper Novelty Mfg. Co	166 Henry St. Stamford, Conn	DA5-2671
Paragon Electric Co. Inc. Sub. of American Machine & Foundry Co	1600 - 12th St. Two Rivers, Wis	303
Paragon Glass Works Inc	Industrial Park, Westminster St. Lewiston, Me	ST3-1441
Parallel Mfg. Corp	32 E 10th St. New York 3, NY	SP7-8787
Park Sprinkler Mfg. Co	Box 6368, Jacksonville 5, Fla	EL5-8647
Parker-Gaines Div. Tex Machine Co.	36-06 31st St. Long Island City 1, NY	ST4-0151
Parks Co. Inc., Robert M.	7421 Woodrow Wilson Dr. Hollywood 46, Cal	OL6-5454
Parkway Plastics Inc	Stelton Rd. New Market, NJ	PL2-9276
Parmet Co. Inc., The Joseph	Bridge St. Extension, Catasauqua, Pa	CO4-0533
Party-Q Corp	601 W 26th St. New York 1, NY	WA4-0312
Parvin Mfg. Co	1149 S San Pedro St. Los Angeles 15, Cal	RI7-5167
Pask Mfg. Co	12 Maple Ave. Haverstraw, NY	HA9-5959
Patco Products Co. Inc	858 Grand St. Brooklyn 11, NY	ST2-6603
Patent Novelty Co.	303 8th Ave. Fulton, Ill	2411
Patented Products Corp.	Danville, Ohio	LY9-2941
Patio Products Inc	275 Jefferson St. Newark 5, NJ	MA3-3265
Patio Supply Co	1315 Rainier Ave. Seattle, Wash	EA4-8200
Pauken Broom & Brush Co.	311 Cass St. Maumee, Ohio	TW3-3551
P E Phonograph Corp	64-01 Woodside Ave. Woodside 77, NY	TU9-3900
Pearl China & Pottery Co	Box 753, E Liverpool, Ohio	FU6-4716
Pearl-Wick	27-50 1st St. Long Island City 2, NY	RA1-3000
Peerless Hose Co	St James, NY	
Penetray Corp	615-623 Front St. Toledo, Ohio	OX1-5751
Pennant Div. of Novo Ind. Corp	9705 Cottage Grove Ave. Chicago 28, Ill	RE4-5000
Penn-Champ Oil Corp	Butler, Pa	7-3734
Pennsylvania Power Mower	929 Connecticut Ave. Bridgeport 2, Conn	ED5-0161
Pennsylvania Range Boiler Co	24th & Ellsworth Sts. Philadelphia 46, Pa	
Pennwood Numechron Co	7249 Frankstown Ave. Pittsburgh 8, Pa	FR1-4200
Pentron Sales Co. Inc., The	777 S Tripp Ave. Chicago 24, Ill	
Peoria Metal Specialty Co	2501 S. Washington St. Peoria 2, Ill	673-8567
Peoria Plastic Co	215 Taylor Ave. E Peoria, Ill	676-5551
Perfection Division, Hupp Corp	1135 Ivanhoe Rd. Cleveland 10, Ohio	UL1-6200
Perfection Store Device Co	637 E 71st St. Chicago 19, Ill	TR4-2079
Perleide - Sub. of O. Eidinger Mfg. Co	404 S Kolmar Ave. Chicago 24, Ill	VA6-0850
Permatron Corp	666 E Kensington Rd. Arlington Heights, Ill	CL3-0335
Permutit Water Conditioning Inc	50 W 44th St. New York 36, NY	OX7-6600
Pfaltzgraff Pottery Co., The	W King St. Extd. York, Pa	6841
Philco Corp	Tioga & "C" Sts. Philadelphia 34, Pa	NE4-5100
Philco Corp. Accessory Div	445 E Tioga St. Philadelphia 34, Pa	NE4-5100
Phillips & Buttorff Corp	813 - 12th Ave. N, Nashville, Tenn	AL4-5011
Phillips Mfg. Co. Inc	201 N Waco, Wichita 2, Kan	AM5-8563
Phoenix Furniture Corp	1125 Jefferson Ave. Sheboygan, Wis	GL7-3641
Phoenix Glass Co., The	Monaca, Pa	SP5-0010
Phoenix Table Mat Co	1718 E 75th St. Chicago 49, Ill	BU8-6343
Pickens Radio Corp	64-01 Woodside Ave. Woodside 77, NY	TW9-3900
Pilgrim Glass Corp	225 5th Ave. New York, NY	OR9-5577
Pilgrim Mfg. Co	767 S 17th St. Richmond, Cal	LA6-7611

Manufacturers Index

Pioneer Gen-E-Motor Corp	5841 W Dickens Ave. Chicago 39, Ill	BE7-4100
Pioneer Mfg. Co	3131 San Fernando Rd. Los Angeles 65, Cal	CL4-2211
Pioneer Rubber Co	196 - Tiffin Rd. Willard, Ohio	933-2211
Pioneer Saws Div. Outboard Marine Corp	Waukegan, Ill	MA3-8200
Pirrung Mfg. Co	1916 Larabee St. Chicago 14, Ill	MI2-4072
Plasbond Corp	1650 Soquel Dr. Santo Cruz, Cal	GA5-6133
Plastic Engineering Inc	8506 Lake Ave. Cleveland 2, Ohio	ME1-6500
Plastic Fabricators Inc	73 Wallace St. New Haven, Conn	SP7-4479
Plastic Film Products Corp	58 W Exchange St. Akron, Ohio	BL3-6153
Plastic Mfg. Co	2700 S Westmoreland, Dallas, Tex	FE1-5435
Plastic Productions Co	1800 Industrial Way, Box 8, Redwood City, Cal	EM8-4161
Plastic Specialties Co	Box 1948, Memphis 1, Tenn	BR4-0687
Plastics Consolidated Industries	4333 Veterans Hwy. Holbrook, NY	JU8-7200
Platt & Co., Arthur I.	24 Coolidge Ct. Fairfield, Conn	ED4-1819
Plumbers Woodwork Co	Algoma, Wis	HU7-5747
Plycraft Corp	Walterboro, SC (Colleton)	KE8-2277
Pomerantz Inc., Julie	230 5th Ave. New York 1, NY	MU6-2483
Poole Prods. Co	1-20 Wadsworth St. Auburn, NY	AL2-0841
Portable Electric Tools Inc	1200 E State St. Geneva, Ill	CE2-2500
Porter-Cable Machine Co	700 Marcellus St. Syracuse 1, NY	GR6-4231
Porter Corp., J. E.	505-5 Broadway, Ottawa, Ill	HE3-5016
Porter Inc., H. K.	74 Foley St. Somerville, Mass (43)	PR6-8200
Portland-Willamette Co	2136 SE 7th, Portland 14, Ore	BE4-0351
Postamatic Co	1549 - Belfield Ave. Philadelphia 41, Pa	DA9-7650
Postcraft Co	1220 W 6th Ave. Cleveland 13, Ohio	TO1-2376
Power Equipment Inc	Box 427, Cicero, Ind	LE2-2415
Power Equipment Mfg. Corp	5912 SW 12th St. W Hollywood, Fla	YU3-3272
Precise Imports Corp	32 W 20, New York, NY	CH2-7763
Precision Products Inc	2415 Grand Ave. Springfield, Ill	LA8-1311
Premier Mfg. Co	2520-2534 S Western Ave. Chicago 8, Ill	VI7-7485
Prepac Inc	188 W 230th St. New York 63, NY	LO2-6280
Pressing Supply Co	5695 Rising Sun Ave. Philadelphia 20, Pa	RA5-4545
Pressweld Inc	Box 269, Seoring, Ohio	YE8-2104
Prestige Hardware Corp	825 S Ajax Ave. City of Industry, Cal	CU3-7117
Pretty Products Inc	Coshocton, Ohio	MA2-3522
Preway Inc	Wisconsin Rapids, Wis	HA3-1100
Prexel Enterprises Inc	Litchfield, Conn	JO7-5201
Pride Mfg. Co	49 & A. V. RR, Pittsburgh, Pa	MA1-8845
Princess House Div	261 5th Ave. New York 16, NY	MU5-0056
Prizer-Painter Stove Works Inc	600 Arlington St. Reading, Pa	FR6-7479
Prizer-Ware, Textile Machine Works	Box 1382, Reading, Pa	FR4-8311
Proctor-Silex Corp	700 W Tabor Rd. Philadelphia 10, Pa	GL5-8500
Product Engineering Co	4707 SE 17th Ave. Portland 2, Ore	BE2-5104
Proen Products Co	9th & Grayson Sts. Berkeley 10, Cal	TH8-5504
Profile Inc	224 Washington St. Northvale, NJ	PO8-3434
Progress Mfg. Co	Caster Ave. & Tulip St. Philadelphia, Pa	CU9-1200
Progressus Co	16 W 22nd St. New York 10, NY	OR5-2498
Prolon Plastics Div. Pro-Phy-lac-tic Brush Co	221 Pine St. Florence, Mass	JU4-1780
Propulsion Products Co	215 S Park St. Port Washington, Wis	AT4-5521
Puritan Cordage Mills	1205 E Washington St. Louisville, Ky	JU7-0911
Puritan Fireplace Furnishings (Div. of Wallace Silversmiths)	881 Boston Post Rd. Milford, Conn	TR4-1675
Puritron Corp., The	15 Stiles St. New Haven, Conn	HO9-2311
Putnam Rolling Ladder Co	32 Howard St. New York 13, NY	CA6-5147

Q

Quackenbush Inc., H. M.	220 Prospect St. Herkimer, NY	TO6-3000
Quaker Industries	2500 60th St. Kenosha, Wis	OL7-5157
Quaker Industries Inc	281 Central Ave. Silver Creek, NY	YE4-3834
Quality Steel Products Inc	187 Gardner St. W Roxbury 32, Mass	FA3-3900
Quicfrez Inc	105 Oak Pl. Fond du Lac, Wis	
Quick Mfg. Inc	Springfield, Ohio	FA5-7641
Quixel Products Co. Inc	395 Broadway, New York, NY	WO6-5735
Quon-Quon Co	1823 S Hope St. Los Angeles, Cal	RI8-2105

R

RCA Sales Corp	600 N Sherman Dr. Indianapolis 1, Ind	ME6-5311
R & H Guarantee Products	5440 W Cermak Rd. Cicero 50, Ill	OL2-8734
Rab Electric Mfg. Co. Inc	605 E 132nd St. New York 54, NY	CY2-5390
Rabar Inc	10823 E Rush St. El Monte, Cal	CU3-2706
Racine Specialty Mfg. Co	1309 State St. Racine, Wis	ME3-4350
Radex Corp	2076 Elston Ave. Chicago 14, Ill	AR6-6900
Radio Corp. of America, Electron Tube Div.	Harrison, NJ	
Radio Steel & Mfg. Co	6515 W Grand Ave. Chicago 35, Ill	ME7-7100
Rain Drain Inc	116 Commercial St. Bangor, Wis	79
Ram Tool Corp	411 N Claremont Ave. Chicago 12, Ill	TA9-7235
Rand Products Co. Inc	242 Main St. Ridgefield Park, NJ	HU7-5429
Randolph Corp., Earl	78 Prospect St. New Bedford, Mass	WY9-6469
Ranney Refrigerator Co	Greenville, Mich	PL4-5601
Ransburg Co. Inc., Harper J.	1234 Barth Ave. Indianapolis 7, Ind	AX1-6330
Ray Control Co	244 5th Ave. New York 1, NY	MU4-2285
Rayco Products Inc	Mill St. Middletown, Conn	DI7-3316
Raygold Industries Inc	Box 176, Copiague, NY	PY8-0100
Raymond Chenille Co	294 Auburn St. Cranston, RI	HO1-8768
Ray-O-Vac Co	212 E Washington Ave. Madison 10, Wis	AL5-7201
Raytheon Co. Radarange Dept	Waltham 54, Mass	
Readybuilt Products Co	1701-23 McHenry St. Baltimore 23, Md	CE3-5833
Red Devil Tools	2400 Vauxhall Rd. Union, NJ	MU8-6900
Red Hill Broom Works	6th & Main Sts. Red Hill, Pa	OR9-9071
Red Wing Potteries Inc	Red Wing, Minn	DU8-3562
Redmon Sons & Co., W. C.	Box 362, Peru, Ind	GR3-6683
Reed Unit-Fans Inc	501 N St Patrick St. New Orleans 19, La	HU2-3106
Reeno Corp	2634 Woodson Rd. St Louis 14, Mo	HA9-6078
Reeves Steel & Mfg. Co. Div. of Empire-Reeves Steel Corp	Dover, Ohio	4-2151
Reflecto Letters	1572 Stillwell Ave. Bronx, NY	SY2-8700
Regal Lamp & Shade Co	4049 - 3rd Ave. New York 57, NY	CY4-4800
Regal Specialty Mfg. Co., The	241 Wolcott St. New Haven 6, Conn	LO2-5379
Regal Ware Inc	Kewaskum, Wis	251
Regent - Sheffield	3545 Webstar Ave. New York 67, NY	
Regina Corporation, The	Regina Ave. Rahway, NJ	FU8-1500
Reico Custom Case Div. of Reliable Luggage Inc	Lawrence County, W Pittsburg, Pa	KE5-4336
Reliable Luggage Inc	Bldg. #2, Lawrence County, W Pittsburg, Pa	KE5-4336
Reliable Metal Products Co. Inc	25 Elm Ave. Mt. Vernon, NY	MO4-4623
Reliance Molded Plastics	Mason St. Woonsocket, RI	PO9-8230
Re-Ly-On Metal Products Inc	238 Eagle St. Brooklyn 22, NY	EV9-6260
Remark Mfg. Co	Butler, Ind	
Rembrandt Hardware Mfg. Co.	739 Fairfield Ave. Kenilworth, NJ	CH5-9042
Remington Corp	Willey St. Auburn, NY	AL3-7371
Remington Rand Electric Shaver, Div. of Sperry Rand Corp	60 Main St. Bridgeport, Conn	ED6-2571
Rensie Watch Co	302 5th Ave. New York 1, NY	BR9-6250
Replogle Globes Inc	1901 N Narragansett Ave. Chicago 39, Ill	NA2-5500
Republic Fastener Products Corp	216 Midland Ave. Saddle Brook, NJ	PR3-5858
Republic Molding Corp	6467 N Avondale Ave. Chicago 31, Ill	NE1-4310
Republic Steel, Berger Div	1038 Belden Ave. NE, Canton 5, Ohio	GL6-2481
Research Products Corp	1015 E Washington Ave. Madison 1, Wis	AL6-0621
Revco Inc	Deerfield, Mich	
Revere Camera Co	320 E 21st St. Chicago 16, Ill	
Revere Clock Co	Hwy. 12 W, Starkville, Miss	2251
Revere Copper & Brass Inc. Rome Mfg. Co. Div	201 Mill St. Rome, NY	FF6-2800
Rexilo Products Inc	350 5th Ave. New York 1, NY	LO5-6286
Rheem Mfg. Co. Home Products Div.	7600 S Kedzie Ave. Chicago 52, Ill	
Rhodes Inc., M. H	30 Bartholomew Ave. Hartford 6, Conn	JA2-4265
Rich Inc., Howard B.	Box 120, Carrollton, Ky	732-4351
Rich Phil Fan Mfg. Co	2900 Caroline St. Houston, Tex	FA3-9181
Richbilt Mfg. Co	3277 Spring Grove Ave. Cincinnati 25, Ohio	MU1-5778
Richmond Broom Co	2201 E Main St. Richmond 23, Va	MI8-4692
Ridge Tool Co., The	Elyria, Ohio	FA2-4651
Rio Grande Importing Co	Brownsville, Tex	LI2-9095
Rio Grande Studios	2421 McKinney Ave. Dallas, Tex	RI7-1289
Riswell Inc	Box 298, Cos Cob, Conn	TO9-7157
Rittenhouse Co. Inc., The	Honeoye Falls, NY	60
Ritter Sons, F. W.	S Rockwood, Mich	DR9-9622
Rival Mfg. Co	36th & Bennington, Kansas City 29, Mo	UN1-1000
Roberts Co., Fred	1578 Howard St. San Francisco 3, Cal	MA1-0303
Roberts Colonial House Inc	300 E 152nd St. Harvey, Ill	ED1-6233
Roberts Mfg. Co	426 E Shaffer, Cleburne, Tex	MI5-6681
Robertshaw-Fulton Controls Co	Youngwood, Pa	
Robeson Cutlery Co. Inc	36 N Main St. Perry, NY	BE7-2221
Robinson Clay Products Co., The (Mfr. Dist. Importer)	65 W State St. Akron 9, Ohio	
Rochester Products Co	300 1st St. NE, Rochester, Minn	AT9-0731
Rochester Shoe Tree Co. Inc	Box 3536, Rochester 9, NY	HI5-5450
Rochow Swirl Mixer Co	Box 4005, Rochester 10, NY	DU1-2544
Rocklin Mfg. Co	Sioux City, Iowa	
Rockwell Silver Co	74 Randolph Ave. Meriden, Conn	BE5-6371
Rockwood Mfg. Co	Rockwood, Pa	2891
Rodale Mfg. Co	6th & Minor Sts. Emmaus, Pa	WO5-9071
Roesch Enamel & Mfg. Co	Box 320, Belleville, Ill	AD3-2760
Rogers Co., W. T.	Box 2095, Madison 5, Wis	AL7-2227
Rogers Plastic Corp	100 Arnold St. W, Warren, Mass	HE6-7744
Roll Dipper Inc	529 W Sophia St. Maumee, Ohio	TW3-6212
Romac Inc. Div. of McCallum & Robinson Inc	481 E Mallory Ave. Memphis, Tenn	WH8-6650
Romar Plastics	1311 E Main St. St Charles, Ill	

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Ronor Engineering Div. of Engine Parts Mfg. Co., The	1360 W 9th St. Cleveland 13, Ohio	MA1-7177
Ronson Corp	1 Ronson Rd. Woodbridge, NJ	ME4-5000
Roos Mfg. Co	197 E Sacto. Ave. Chico, Cal	FI2-4480
Root-Lowell Corp	445 N Lake Shore Dr. Chicago 11, Ill	MI2-2452
Root Mfg. Co. Inc	Baxter Springs, Kan	
Roper Sales Corp., George D.	2207 W Station St. Kankakee, Ill	WE2-7451
Rose & Co. Inc., J.	68 Jay St. Brooklyn 1, NY	MA4-7277
Roselane Pottery	249 Mary St. Pasadena 3, Cal	SY6-4756
Rosenberg Brothers	100 Landing Ave. Smithtown, NY	AN5-2200
Rosmar Mfg. Co	554 W Adams St. Chicago 6, Ill	AN3-2050
Ross Products Co	1107 Broadway, New York, NY	OR5-3350
Rotary Clothes Dryer Co	#309, Hatfield, Pa	VA2-0111
Rotenone Products Co. Inc	110 Eaton Pl. E Orange, NJ	OR5-5600
Rothern Engineering Co	7280 Devon Ave. Chicago 31, Ill	NE1-9292
Roths Industries Inc	Alma, Mich	HO3-1119
Rothschild Bros. Inc	812 Mateo St. Los Angeles 21, Cal	MA2-0281
Roto Broil Corp. of America	33-00 Northern Blvd. Long Island City, NY	EX2-6969
Roto-Hoe & Sprayer Co	Newbury, Ohio	JO4-2295
Rototiller Inc. A Sub. of Porter-Cable Machine Co	Box 19, Syracuse, NY	GR6-4231
Rowco Mfg. Co. Inc	48 Emerald St. Keene, NH	EL2-5707
Rowe Plastics & Die Casting Co	2640 N Southport Ave. Chicago 14, Ill	LA5-1860
Roxhall Time Corp	43 W 24th St. New York 10, NY	WA9-7103
Royal Appliance Mfg. Co	1975 E 61 St. Cleveland 3, Ohio	HE1-7778
Royal China Co. Inc	Box 111, Sebring, Ohio	YE8-2155
Royal Chrome Housewares Inc	1956 N Wilmot Ave. Chicago 47, Ill	AR6-3462
Royal Dru Inc	103 Erie St. Cambridge 39, Mass	TR6-8190
Royal Electric Corp	95 Grand Ave. Pawtucket, RI	PA2-8600
Royal Haeger Lamp Co. Inc	7 Maiden Ln. Dundee, Ill	HA6-3441
Royal Master Corp	3401 Winona Ave. Burbank, Cal	VI9-3275
Royal Silver Mfg. Co	Norfolk, Va	UL3-0631
Royal Water Cond. Inc	24708 John R. St. Hazel Park, Mich	
Royalon Inc	Sebring, Ohio	YE8-2155
Rubon Inc	115 S Osage, Independence, Mo	CL4-8777
Ruckels Potteries Inc	White Hall, Ill	DR4-2375
Rugg Mfg. Co	Newton St. Greenfield, Mass	PR3-5471
Ruhmann Mfg. Co., G. E.	Schulenberg, Tex	190
Ru/Son Products Co. Div. of Rubenstien & Sons, J.	278 Johnston Ave. Jersey City, NJ	DE2-3333
Rustic Crafts Co. Inc., The	53 S Dean St. Englewood, NJ	LO8-8393
Ryan Mfg. Co	Ware, Mass	WO7-6201
Ryssin Co., J. W.	1009 Battery St. San Francisco, Cal	YU2-5276

S

S-B Mfg. Co	11320 Watertown Plank Rd. Milwaukee 13, Wis	SP1-3500
S & F Co	Box 217, E Hartford 7, Conn	CH7-8439
Sabin China Co. Inc	Box 421, McKeesport, Pa	OR2-4203
Safe Padlock & Hardware Co. Sub. American Hardware Corp., The	Lancaster, Pa	EX3-3967
Safedge Metal Products	Merrick, NY	FR8-6577
Safran & Glucksman Inc	8 W 30th St. New York, NY	MU4-6434
St Charles Mfg. Co	St Charles, Ill	
Salem China Co	Salem, Ohio	ED2-4655
Salem Tool Co	767 S Ellsworth Ave. Salem, Ohio	ED7-3416
Salmanson & Co. Inc	295 5th Ave. New York 16, NY	MU9-3030
Salterini Co., John B.	41 E 57th St. New York 22, NY	PL1-3016
Salton Mfg. Co. Inc	519 E 72 St. New York 21, NY	TR9-4700
Sampson Co., The Electronics Div. (Hitachi)	2244 S Western Ave. Chicago 8, Ill	VI7-6363
Samuel Stamping & Enameling Co	Manufacturers Rd. Chattanooga 1, Tenn	AM7-5401
San-A-Lizer Div. Arm Industries Inc.	129 E Linden Ave. Burbank, Cal	
Sanders & Co., Ray	Box 5246, Pasadena, Cal	MU1-7292
Sandusky Metal Products Inc	504 E Market St. Sandusky, Ohio	MA6-5465
Sanjo Utility Mfg. Co. Inc	37-45 Grand St. Brooklyn 11, NY	EV8-2500
Saper Co. Inc., Harold E	4611 - 13 N Clark St. Chicago 40, Ill	
Sarkes Tarzian Inc	E Hillside Dr. Bloomington, Ind	ED2-7251
Savage Arms Corp. Lawn Mower Div.	Westfield, Mass	LO2-2361
Saxe Co., S.	6th & Columbia Ave. Philadelphia 22, Pa	PO9-6900
Saxton Inc	11727 Mississippi, Los Angeles 25, Cal	BR2-1484
Sayres Crest Inc	2411 - 6th Ave. S, Seattle 4, Wash	MA4-1814
Schacht Rubber Mfg. Co. Inc	238 Polk St. Huntington, Ind	1071
Scheerf Co., Henry C.	2040 - 21st Dr. Brooklyn 14, NY	CO6-1382
Schick Inc	680 5th Ave. New York 19, NY	PL7-9030
Schiller & Asmus Inc	1525 Mdse. Mart, Chicago 54, Ill	644-7747
Schlueter Mfg. Co	4700 Good Fellow, St Louis 20, Mo	EV5-3800
Schneider Mfg. Co., C. J.	1622 Roosevelt Ave. Toledo 7, Ohio	JE6-0006
Schneider Metal Mfg. Co	1805 S 55th Ave. Chicago 50, Ill	BI2-2980
Schramyer Co	11½ E Main St. St Charles, Ill	JU4-6366
Schroeder & Tremayne Inc	1711 Delmar Blvd. St Louis, Mo	GA1-4460
Schurr Products	4857 S Division, Grand Rapids, Mich	LE4-5307
Schwartz & Co. Inc., Chas.	1400 W Fulton, Chicago, Ill	SE8-2211
Scientific Silver Service Corp	35-30 61st St. Woodside 77, NY	OL1-2040
Scio Pottery Co	Scio, Ohio	3131
Scott Div. McCulloch Corp.	2700 Winter St. NE, Minneapolis 13, Minn	FE6-9641
Scranton Aluminum Mfg. Co	1011 Capouse Ave. Scranton 9, Pa	DI7-6080
Seal Sac Inc	6 E 39th St. New York 16, NY	MU3-3052
Seeger-Williams Inc	4 Norman St. Bridgeport 5, Conn	ED5-5123
Select Wares Inc	230 5th Ave. New York 1, NY	LE2-9666
Selectronair Inc	Rt. 8, Shelton, Conn	WA9-1425
Selfix Products Co	223 W Erie St. Chicago 10, Ill	DE7-7190
Semler, J. H.	223 N "F" St. Hamilton, Ohio	TW5-5851
Sensation Mower Inc	7577 Burlington, Ralston, Neb	733-2700
Sentry Mfg. Co. Sub. Locke Stove Co.	114 W 11th St. Kansas City 5, Mo	HA1-1650
Sessions Clock Co	Forestville, Conn	LU2-7401
Setchell - Carlson Inc	New Brighton, St Paul 12, Minn	
Seth Thomas Clocks, Div. of General Time Corp	135 S Main St. Thomaston, Conn	AT3-4323
Setwell Co	211 W Wacker Dr. Chicago 6, Ill	ST2-4577
Sexton Can Co. Inc	31 Cross St. Everett 49, Mass	DU7-2500
Seymour Tool & Engineering Co. Inc. Seymour Housewares Div	9th St. & Penn R. R. Seymour, Ind	JA2-5130
Shaf Mfg. Corp	1019 New Market St. Philadelphia 23, Pa	WA2-2262
Shafford Co., The	225 5th Ave. New York 10, NY	MU5-7966
Shamokin Kitchen Cabinet Co	Hunter & Clay Sts. Shamokin, Pa	648-4205
Shanday Co., The	6201 - 23rd Ave. Brooklyn, NY	ES6-1910
Shelfmaker Products Corp	Arlington Ave. Kearny, NJ	WY8-0100
Shelton-Ware Inc	143 W 20th St. New York 1, NY	WA4-5290
Shen Mfg. Co., The	Armat & Heiskell Sts. Philadelphia 44, Pa	GE8-4449
Shenandoah Community Workers	Bird Haven, Va (Mt. Jackson)	GR7-3811
Shepard Engineering Co	115 Barton St. St Louis, Mo	TO5-1005
Shepherd Products Co	158 Front St. Worcester, Mass	PL6-7196
Sheridan Silver Co. Inc	90 Ingell St. Taunton, Mass	VA4-6906
Sheridan Upholstering & Mfg. Co	2036 Centre Ave. Pittsburgh 19, Pa	AT1-3441
Sherman Mfg. Co., H. B.	22 Barney St. Battle Creek, Mich	WO4-7104
Shetland Co. Inc., The	Shetland Industrial Park, Salem, Mass	
Shetland Home Care Institute	Sheland Industrial Park, Salem, Mass	PI4-7603
Shopmaster Div. Energy Mfg. Co	110 N Main St. Monticello, Iowa	HO5-3537
Showeray Co., The	6 W 32nd St. New York 1, NY	BR9-0751
Shuler Co	5400 E 96 St. Cleveland 25, Ohio	GR5-2600
Sibert & Co. Inc	8 Livingston St. Newark 3, NJ	BI2-3230
Silent Glow Oil Burner Corp., The	850 Windsor St. Hartford 1, Conn	JA2-8125
Si Lite Inc	2600 N Pulaski Rd. Chicago 39, Ill	HU9-6919
Silvercraft Co. Inc	164-170 A St. Boston 10, Mass	AN8-1507
Simplex Textile Co	4433 N Damen Ave. Chicago 25, Ill	LO1-9676
Simplicity Mfg. Co	336 Spring St. Port Washington, Wis	AT4-5535
Sinaco Co. Inc	261 5th Ave. New York 16, NY	MU4-3353
Sin-Jin Industries	5236-40 Fairlawn Ave. Baltimore 15, Md	MO4-4384
Skil Corp	5033 Elston Ave. Chicago 30, Ill	AV6-2000
Skuttle Mfg. Co	Milford, Mich	MU4-1415
Slumberest Co. Div. Electric Parts Inc	Box 234, Georgetown, Ky	1600
Smith-Benny Sales Co	11 W 42nd St. New York 36, NY	CH4-1642
Smith Co., Gilman B.	915 Broadway, New York 10, NY	GR7-2781
Smith Corp., A. O. Permaglas Div.	Box 28, Kankakee, Ill	
Smith Glass Co., L. E.	1900 Liberty St. Mt. Pleasant, Pa	KI7-2341
Smith & Son Inc., Seymour	Oairville, Conn	CR4-2558
Snyder Mfg. Co	22 & Ontario Sts. Philadelphia 40, Pa	BA5-6565
Social Supper Inc	Pine St. Coshocton, Ohio	MA2-1643
Softener Corp. of America	2405 Division St. Melrose Park, Ill	MU1-1646
Solar Electric Corp	3 Hamer St. Warren, Pa	RA3-6500
Solar Systems Inc	11936 Valerio St. N Hollywood, Cal	TR7-0955
Son-Chief Electrics Inc	Winsted, Conn	FR9-2741
Sonotone Corp	Elmsford, NY	LY2-9600
Sony Corp. of America	514 Broadway, New York 12, NY	WO6-0800
Soodhalter Plastic Products	1153 S Wall St. Los Angeles 15, Cal	RI7-8866
Soria & Simon Co	403 E 62nd St. New York, NY	TE8-0680
Southern Heater Corp	405 E Pine St. Compton, Cal	NE6-9111
Southern National Mfg. Co	Hollister, Mo	ED4-3126
Southern Porcelain Div. of Verson Mfg. Co	Box 9128, Dallas 15, Tex	FR4-8278
Southland Mower Co. Inc	29 N Division St. Salma, Ala	TR4-7406
Sparkle Devices Inc. Div. Knapp-Monarch Co	Bent Ave. & Potomac St. St Louis 16, Mo	PR1-8112
Spartan Electric Radiator Corp	Box 167, Maspeth 78, NY	IL7-5502
Sparton of Canada Ltd. Sub. Sparton Corp	Jackson, Mich	ST4-9131
Spartus Corp	2110 W Walnut St. Chicago 12, Ill	CA6-4400
Spaulding Industries	3550 N Spaulding, Chicago 18, Ill	JU3-3737
Special Products Co	Box 5156, Chattanooga 6, Tenn	OX8-2491
Specialty Mfg. Co., The	2356 University Ave. St Paul 14, Minn	MI6-6524
Speco Inc	7308 Associate Ave. Cleveland 9, Ohio	AT1-9520
Speco Products, Div. Specialty Sheet Metal Mfg. Co. Inc	1702 N Milwaukee Ave. Chicago 47, Ill	HU9-5225
Speed Queen Div. McGraw-Edison Co.	Ripon, Wis	BL 46
Spico Industries	542 Thornton Ave. San Francisco 24, Cal	MI8-3007
Sponge Specialties Mfg. Corp	755 Utica Ave. Brooklyn 3, NY	PR2-3323

Manufacturers Index

Springer-Penguin Inc	9-07 34th Ave. Long Island City 6, NY	AS8-7700
Springfield Tool & Die Co. Inc	109 Springfield Ave. Springfield, NJ	MU6-4182
Sprinkle Minder Div. Barclay Engineering Corp	1234 W Fulton St. Chicago 7, Ill	CH3-3452
Spun Aluminum Products Corp	81 Spring St. New York 12, NY	CA6-4066
Stainless Metals Inc	19-42 42nd St. Long Island City 5, NY	RA8-7555
Stainless Ware Co	Kearney Park, Flora, Miss	879-2511
Stakmore Co. Inc	200 Madison Ave. New York 21, NY	MU3-7544
Standard Container Inc	484 Bloomfield Ave. Montclair, NJ	PI4-5040
Standard Electric Mfg. Co. Inc	W Berlin, NJ	RO7-0207
Standard-Hygrade Electric Co	1920 Atlantic Ave. Brooklyn, NY	SL6-9300
Standard Sewing Equipment Corp	76 9th Ave. New York 11, NY	WA4-6730
Standard Steel Cabinet	3701 - 15 Milwaukee Ave. Chicago 41, Ill	SP7-3700
Standard Tank & Seat Co	314 N Front St. Camden 2, NJ	WO3-0270
Stanley Power Tools, Div. of Stanley Works, The	480 Myrtle St. New Britain, Conn	BA5-5111
Stanley Tools Div. of Stanley Works, The	111 Elm St. New Britain, Conn	
Starcross Inc	Box 647, Easley, SC	UL9-6345
Steam-O-Matic Corp	36th & Bennington, Kansas City 29, Mo	UN1-1000
Steams Power Mowers	7530 Forsyth, St Louis 5, Mo	
Stephan Co. Inc., Jerrold	400 - 1st Ave. N, Minneapolis, Minn	FE5-5169
Sterling Rubber Products Co. Inc	1009 N Main St. Los Angeles 12, Cal	CA2-7121
Stetson China Co	Lincoln, Ill	732-3171
Steubenville Pottery Co	Steubenville, Ohio	AT2-3685
Star-A Electric Mfg. Co. Inc	41 Varick Ave. Brooklyn 37, NY	HY7-5353
Stevens Appliance Truck Co	Box 897, Augusta, Ga	
Stewart Industries Inc	390 E St Joseph St. Indianapolis 2, Ind	ME4-8585
Stiglitz Corp	2007 Portland Ave. Louisville, Ky	SP6-2471
Stix Products Inc	866 6th Ave. New York 1, NY	MU9-5740
Sto-A-Way Co	Box 466, Fullerton, Cal	LA6-6540
Stor-All Corp	1715 W Florence Ave. Inglewood, Cal	OR8-2607
Stratapanel Corp	Box 506 H, Elizabethtown, NY	873-6321
Structs Mfg. Co	Freeport, Ill	
Stuart & Co. Inc., Matthew	156 5th Ave. New York 10, NY	YU9-0616
Stylecraft Studios Inc	Coshocton, Ohio	MA2-1643
Styson Art Products Co	543 W 23rd St. New York 11, NY	CH2-3210
Sub-Zero Freezer Co. Inc	Box 2017, Madison, Wis	CE3-5396
Sunbeam Corp	5600 Roosevelt Rd. Chicago 50, Ill	ES8-8000
Sundial Electric Corp	130-15 89th Rd. Richmond Hill 18, NY	VI6-8200
Sun-Kween Corp	111 Cole St. Dallas 7, Tex	RI2-8486
Sunray Chairs Inc	Box 42-67, Miami 42, Fla	TU7-8265
Sunray Stove Co	Delaware, Ohio	
Sun-Tron Div. of Methode Mfg. Corp	7435 W Wilson, Chicago 31, Ill	UN7-8388
Superame Mfg. Co	420 Alabama St. NW, Grand Rapids 4, Mich	GL8-1860
Superedge Products Inc	236 W 17th St. Erie, Pa	GL2-4631
Superior Electric Products Corp	Cape Girardeau, Mo	ED5-6648
Superior Paper Products Div. of St Regis Paper Co	Box 706, Marion, Ind	NO2-2544
Superior Plastics Inc	425 N Oakley Blvd. Chicago 12, Ill	CA6-4540
Superior Wall Products Co	4401 N American, Philadelphia 40, Pa	GL5-2200
Supplex Corp. Div. of American Hard Rubber Co	225 North Ave. Garwood, NJ	SU9-1200
Supreme Cutlery Corp	11 W 30th St. New York 1, NY	BR9-8178
Surco Products Inc	1040 E 33rd St. Hialeah, Fla	OX1-5971
Surety Rubber Co	N High St. Carrollton, Ohio	199
Surprise Specialties	210 5th Ave. New York 10, NY	MU3-9221
Swan Humidifier Co. Inc	149 Bath St. Ballston Spa, NY	TU5-5055
Swan Rubber Co	Bucyrus, Ohio	3-1015
Swanco Div. Toccoa Metal Products Co. Inc	Box 751, Toccoa, Ga	TU6-2722
Swanson Inc	607 S Washington St. Owosso, Mich	SA5-5111
Swedish Metalcraft Inc	696 Palisade Ave. Teaneck, NJ	TE6-8980
Swing-A-Way Mfg. Co	4100 Beck Ave. St. Louis 16, Mo	PR3-1487
Sycamore Mfg. Co	Genoa, Ill	
Sylvan Ceramics	2955 E Foothill Blvd. Pasadena, Cal	MU1-7360
Sylvania Electric Products Inc. Home Electronics Div.	700 Ellicott St. Batavis, NY	FI3-3470
Sylvania Electric Products Inc	Emporium, Pa	
Sylvania Electric Products Inc	Seneca Falls, NY	
Sylvania Electric Products Inc	Woburn, Mass	
Symphonic Radio & Electronic Corp	10 Columbus Circle, New York 19, NY	JU6-4300
Synthetic Fabrics Inc	65 Main St. Springfield 4, Mass	RE6-4757
Syracuse China	Syracuse 1, NY	HO8-1681
Syrall Mfg. Co	511 N State St. Syracuse 3, NY	GR1-4934
Syroco Inc. Div. Syracuse Ornamental Co	581 S Clinton St. Syracuse 2, NY	

T

Table Art Mat Corp	84 N 9th St. Brooklyn 11, NY	EV7-1880
Take-Along Travel Chair Co	Thomasville, Ga	CA6-2673
Talk-A-Phone Co	5013 N Kedzie Ave. Chicago 25, Ill	KE9-1100
Tandberg of America Inc	8 3rd Ave. Pelham, NY	PE8-0772
Tann Corp	3750 E Outer Dr. Detroit 34, Mich	TW1-3400
Tappan Co	250 Wayne St. Mansfield, Ohio	LA4-3111
Tassell Hardware Co	4135 Lake Michigan Dr. Grand Rapids, Mich	GL3-2423
Tatcher Ernest	266 NW 26th St. Miami, Fla	FR1-8725
Taylor Instrument Companies	95 Ames St. Rochester 1, NY	BE5-5000
Tel-Tru Mfg. Co	408 St Paul St. Rochester 5, NY	HA6-6757
Telescope Folding Furniture Co. Inc., The	Church St. Granville, NY	745
Teletone Co. of America	1668 Webster Ave. New York 57, NY	CY9-1900
Temco Inc	Nashville 9, Tenn	CY7-7551
Temco Products Co	2815 Los Flores Blvd. Lynwood, Cal	LO7-2103
Tennessee Fabricating Co	1490 Grimes St. Memphis 6, Tenn	WH8-3355
Tennessee Stove Works	Chattanooga 1, Tenn	
Testrite Instrument Co. Inc	135 Monroe St. Newark 5, NJ	MA3-8823
Texas Feathers Inc	Box 136, Brownwood, Tex	MI3-4304
Texboro Cabinet Corp	Mineral Wells, Tex	FA5-3305
Thermador Electrical Mfg. Co. Div. of Norris-Thermador Corp	5119 District Blvd. Los Angeles 22, Cal	LU8-6131
Thermo-Electronics Inc	Box 946, Laurel, Miss	428-1552
Thermo Fashion Corp	193 32nd St. Brooklyn 32, NY	HY9-6955
Thermometer Corp. of America	567 E Pleasant St. Springfield, Ohio	FA5-9285
Therm-O-Ware Electric Corp	1250 Rockaway Ave. Brooklyn 36, NY	BR2-7500
Thomas Co. Inc., The	21-21 41st Ave. Long Island, NY	ST4-2656
Thomas Organ Co. Div. of Pacific Thompson Corp., The George S.	727 S Monterey Pass Rd. Monterey Park, Cal	AN8-8431
Thompson & Sons, O. E.	111 Quimby St. Westfield, NJ	AD2-0787
Thomsen & Co., August	490 Woodward Ave. Ridgewood, Brooklyn 37, NY	VA1-6336
Thor Power Tool Co	175 N State St. Aurora, Ill	TW2-7601
Thornton Mfg. Co., L. M.	2825 E 18th St. Kansas City, Mo	CH1-0200
Thorpe Ball Bearing Rolling Pin Co.	Maple Ave. Cheshire, Conn	BR2-4277
Three Mountaineers Inc	Box 5066, Asheville, NC	AL3-9851
Thurnauer Co. Inc., G. M.	6 - E 20th St. New York 3, NY	AL4-3912
Thur-O-Burn Incinerator Co	5119 Lewis Ave. Toledo 12, Ohio	GR2-1217
Tip Top Brush Co. Inc	400 - E 111 St. New York 29, NY	TR6-2435
Tipp Novelty Co	Tipp City, Ohio	NO7-2015
Titan Mfg. Co. Inc	701 Seneca St. Buffalo 10, NY	TL4-4284
Toastmaster Div. McGraw-Edison Co.	1200 St Charles Rd. Elgin, Ill	SH1-8900
Toastswell Co., The	640 Tower Grove Ave. St Louis 10, Mo	FR1-2732
Toledo Desk & Fixture Co	1020 Ford Rd. Maumee, Ohio	TW3-6541
Toledo Glove Mfg. Co., The	1227-29 Vance St. Toledo 7, Ohio	CH4-8451
Toledo Guild Products Inc	500 Fassett St. Toledo 5, Ohio	OX3-6538
Tork Time Controls Inc	# 1 Grove St. Mount Vernon, NY	MO4-3542
Toro Mfg. Corp	3042 Snelling Ave. S, Minneapolis 6, Minn	PA9-7304
Trade-Wind Div. Robbins & Myers Inc.	7755 Paramount Pl. Pico Rivera, Cal	RA3-3623
Trans Ocean Import Co. Inc	292 5th Ave. New York 1, NY	OX5-6585
Trans-World Industries	5204 Hudson Ave. W New York, NJ	UN5-0747
Transistor World Corp. (Toshiba)	52 Broadway, New York 4, NY	BO9-5460
Transparent Specialties Corp	3828 E 91st St. Cleveland 5, Ohio	VU3-9060
Travco Plastics Co	1041 E 46th St. Brooklyn 34, NY	IN9-9150
Trav-Ler Radio Corp	571 W Jackson Blvd. Chicago 6, Ill	HA7-9151
Trayco Inc	Chrysler Bldg. New York 17, NY	OX7-9574
Treasure Craft	2320 N Alameda, Compton, Cal	NE6-9777
Tremax Industries Inc	1800 W Roscoe, Chicago 13, Ill	LA8-1800
Tribotron Corp	2nd & H Sts. Petaluma, Cal	PO2-4554
Tricolator Mfg. Co.	Bellmore, Long Island, NY	CA1-5300
Trimont Products Co	Merion Station, Pa	MO4-7949
Triangle Mfg. Co. Inc	286 5th Ave. New York 1, NY	LE9-7159
Tri-M Inc	230 5th Ave. New York 1, NY	LE2-5514
Trimble Products Inc	Southern Pines, NC	OX5-7521
Trinco Industries Inc	1807 S Clark St. Chicago 16, Ill	VI2-7716
Trine Rolled Moulding Corp	1421 Ferris Pl. Bronx 61, NY	TA8-5200
Triner Scale & Mfg. Co	2714 W 21st St. Chicago 8, Ill	FR6-9100
Trio Inc	1000 Island Ave. McKees Rocks, Pa	FE1-3300
Trio Mfg. Co	Griggsville, Ill	22
Tri-Products Co	310 Broad St. Holly, Mich	ME7-3811
Troika Sales	Box 622, Chicago 90, Ill	SP2-4001
Troy Industries Inc	135 Marbledale Rd. Tuckahoe, NY	WO1-8000
Troy Sunshade Co	612 Grant St. Troy, Ohio	FE2-1281
Tru-Cut Tool Co	14236 Binwood Ave. Detroit 38, Mich	WE3-7240
True Temper Corp	1623 Euclid Ave. Cleveland 15, Ohio	MA1-9150
Tucker Co., Floyd (Select Shaker)	7114 Interlaaken Dr. SW, Tacoma 99, Wash	JU8-7912
Trump Plastics Co	712 Melvin, Cuyahoga Falls, Ohio	WA3-0411
Tucker Duck & Rubber Co	515 Garrison Ave. Fort Smith, Ark	SU2-1017
Tuco Workshops Inc., The	Stevens St. Lockport, NY	HF4-8881
Turner & Seymour Mfg. Co	100 Lawton St. Torrington, Conn	HU9-9214
Turning Corp. of America	34 Park Row, New York 38, NY	
Tuttle & Kift Inc	1823 N Monitor Ave. Chicago 39, Ill	
Twin Trees Gardens Inc	321 Hendrickson Ave. Lynbrook, NY	LY9-6633

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U C Lite Mfg. Co	1050 W Hubbard St. Chicago 22, Ill	MO6-6717
U S Fireplace Accessories Div. Davies Mfg. Co	Pratt, Kan	GR2-4429
Ultra Violet Products Co	5114 Walnut Grove Ave. San Gabriel, Cal	CU3-3193
Union Carbide Consumer Products Co	270 Park Ave. New York 17, NY	LL1-2345
Union Die Casting Co	676 W Putnam Dr. Whittier, Cal	RA3-9955
Union Fork & Hoe Co., The	500 Dublin Ave. Columbus 15, Ohio	CA8-1791
Union Novelty Co	30 W 23rd St. New York 10, NY	YO9-0720
Union Steel Chest Corp	94 Church St. LeRoy, NY	584
Union Steel Products Co	N Berrien St. Albion, Mich	NA9-2181
Union Wadding Co	125 Goff Ave. Pawtucket, RI	PA5-3500
United Cabinet Corp	Box 230, Jasper, Ind	1096
United Metal Cabinet Corp	14 St. & Laurel St. Pottsville, Pa	MA2-7715
United Refrigerator Co	Locust & Walnut Sts. Hudson, Wis	DU6-5577
U S Cocoa Mat Corp	Edward St. Madison, Ohio	HA8-4371
United States Electric Mfg. Co	222 W 14th St. New York, NY	WA9-5140
United States Silver Tree Co	1015 Capouse, Scranton, Pa	DI2-6045
United States Stamping Co. Div. of Lisk-Savory Corp	Fostoria Ave. Moundsville, W Va	TI5-3110
United States Steel Products Div. United States Steel Corp	5100 Santa Fe Ave. Los Angeles 58, Cal	LU7-2121
Universal Fan Co. Inc. & McCormick Mfg. Co	12 W 2nd St. Peru, Ind	GR3-4785
Universal of High Point Inc.	Box 1289, High Point, NC	88-3-1933
Universal Metal Products Co	458 Main St. Saranac, Mich	2121
Uropa - International Inc	16 W 32nd St. New York 1, NY	LO3-1640
Utica Cutlery Co	820 Noyes St. Utica 4, NY	RE3-4663

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V-M Corp	305 Territorial, Benton Harbor, Mich	WA5-8841
Valley Fan Mfg. Co	Fort Valley, Ga	TA5-5228
Vanderbilt Products Inc	585-601 Dean St. Brooklyn, NY	MA2-2700
Vandy-Craft	14105-1712 Merchandise Mart. Chicago, Ill	644-1423
Varco Inc	91 Broadway, Jersey City 6, NJ	HE5-7267
Vaughan's Seed Co	601 W Jackson Blvd. Chicago 6, Ill	
Vent-A-Hood Co	Box 35626, Dallas 35, Tex	FL2-8458
Verity Southall Ltd. Inc	670 S Coast Hwy. Laguna Beach, Cal	HY4-0023
Vermillion Co. Inc., W. R.	410-412 S Campbell St. Springfield, Mo	UN5-2151
Vermont Plastics Inc	35 Blanchard Ct. Montpelier, Vt	CA3-5012
Victor Products Corp	901 Pope Ave. Hagerstown, Md	RE3-3020
Victor Ventilator Div. Philip Carey Mfg. Co., The	320 S Wayne Ave. Lockland, Cincinnati 15, Ohio	GA3-0741
Victory Artwares Co	220 5th Ave. New York, NY	MU6-2244
Videola-Erie Corp	75 Front St. Brooklyn 1, NY	UL5-3456
Viking Glass Co	802 Parkway, New Martinsville, W Va	GL5-2900
Viking Importrade Inc	225 5th Ave. New York 10, NY	OR9-5577
Village Blacksmith Div. General Metals Corp	Watertown, Wis	2104
Vining Broom Co	2530 Columbus Ave. Springfield, Ohio	FA3-7709
Virginia Metalcrafters Inc	1010 E Main St. Waynesboro, Va	WH2-8205
Vischer Products Co	2815 W Roscoe St. Chicago 18, Ill	CO7-1820
Vichek Tool Co	3001 E 87th St. Cleveland 4, Ohio	GA1-2480
Vocaline Co. of America Inc	Old Saybrook, Conn	EV8-3414
Vogt Appliance Co	1100 Ashley Dr. Kalamazoo, Mich	FI2-0626
Vogue Mfg. Co. Inc	2311 Taylor St. Ft. Wayne, Ind	AN 5147
Vulcan Electric Co	88 Holten St. Danvers, Mass	SP4-1730

W

Waage Mfg. Co	632 N Albany Ave. Chicago 12, Ill	
Waco Aircraft Co	Peter Ave. Troy, Ohio	FE2-1234
Waco Products Inc	450 N Leavitt St. Chicago 12, Ill	TA9-6565
Wagner Mfg. Co., E. R.	4611 N 32nd St. Milwaukee 9, Wis	CU3-5080
Wagner Specialty Co	Box 404, Burlington, Wis	RO3-2252
Wagoner Corp	Box 9188, Sidco Dr. Nashville 4, Tenn	AL4-9421
Wahl Clipper Corp	2902 N Locust St. Sterling, Ill	MA5-6525
Waldorf Heater Co	1421 Chestnut St. Philadelphia 2, Pa	LO3-5789
Walker Co	Middleboro, Mass	
Walker Metal Products Co	14527 Lincoln, Harvey, Ill	PU5-5650
Wallace Silversmiths Inc	Box 420, Lancaster, Pa	EX7-2707
Walters Mfg. Co	140 Pennsylvania Ave. Oakmont, Allegheny County, Pa	MO1-6415
Waltham Tool Mfg. Corp	740 South St. Waltham, Mass	TW3-5520
Walther Co., Ray J.	2718 Kingman Blvd. Des Moines 11, Iowa	CR9-6204
Waring Products Corp	114 Lake St. Winsted, Conn	FR9-2731
Warner Co., S. G.	804 Willow Branch Ave. Clearwater, Fla	442-3081
Warren Dado Sawing Washers Co. Inc.	Box 98, Detroit 2, Mich	GR6-0555
Warren Industries Inc	120 S Rancho Ave. San Bernardino, Cal	TU9-3578
Washington Forge Inc	Harrison Ave. Englishtown, NJ	GI6-3811
Washington Glass Co., The	765 Jefferson Ave. Washington, Pa	BA2-3100
Washington Steel Products Inc	1940 E 11th St. Tacoma 2, Washington	FU3-1421
Washington Stove Works Inc	Box 919, Everett, Wash	AL2-2148
Waste King Corp	3300 E 50th St. Los Angeles 58, Cal	LU3-6161
Waters Conley Co. Inc	645 N Michigan Blvd. Chicago, Ill	WH4-5125
Watson Brothers of Texas	3009 S Post Oak Rd. Houston, Tex	
Watt Pottery Co., The	101-115 China St. Crooksville, Ohio	9951
Waverly Lamp Mfg. Corp.	38 W 26th St. New York 10, NY	WA9-7675
Wayne Home Equipment Co. Inc	801 Glasgow Ave. Ft. Wayne 4, Ind	E-4741
Wearever Aluminum Inc	Wearever Bldg. New Kensington, Pa	
Webcor Inc	5610 W Bloomingdale, Chicago 39, Ill	TU9-8500
Weber & Co. of New York Inc., A. C.	5210 Hudson Ave. W New York, NJ	UN3-3464
Weber Stephen Products Co	136 Commercial Rd. Wood Dale, Ill	NA5-6544
Webster Electric, Electronics Div	1900 Clark St. Racine, Wis	
Wecolite Co. Inc	126 5th Ave. New York 11, NY	CH3-8312
Wedgwood & Sons Inc., Josiah	24 E 54th St. New York 22, NY	PL5-3950
Weinman Brothers Inc	3260 W Grand Ave. Chicago 51, Ill	DI2-7520
Weiss & Klau	462 Broadway, New York 13, NY	CA6-0400
Welbilt Corp	57-18 Flushing Ave. Maspeth 78, NY	EV6-4300
Weller Electric Corp	601 Stone's Crossing Dr. Easton, Pa	BL3-3521
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Wesix Electric Heater Co	390 1st St. San Francisco 5, Cal	GA1-2211
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Western Wax Corp. Ltd	973 Minna St. San Francisco, Cal	HE1-1616
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Westinghouse Electric Corp. Major Appliance Div	Box 2199, Columbus, Ohio	BR9-7311
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White Sewing Machine Corp	11770 Berea Rd. Cleveland 11, Ohio	CL2-4000
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Wiegand Co., Edwin L.	7500 Thomas Blvd. Pittsburgh 8, Pa	CH2-6400
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Wilmart Product Corp	50 Noble St. Brooklyn 22, NY	EV3-8830
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Wilson Plastics Inc., Ralph	600 General Bruce Dr. Temple, Tex	PR8-2711
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Winona Metal Products Co	1000 W 5th St. Winona, Minn	5378
Wirt & Knox Mfg. Co	23 & York St. Philadelphia, Pa	BA9-6644
Wisconsin Aluminum Foundry Co. Inc.	16th & Franklin Sts. Manitowoc, Wis	MU4-3383
Wisconsin Housewares Co	1015 Buffalo St. Manitowoc, Wis	MU4-9621
Wisconsin Marine Co.	Lake Mills, Wis	9-2222
Wiss & Sons Co., J.	33 Littleton Ave. Newark 7, NJ	MA2-4670
Withers, Sterling G.	Box 81, Sinking Spring, Pa (Reading)	OR8-7386
Witt Cornice Co., The	4454 Steel Pl. Cincinnati 9, Ohio	TR1-5700
Witt Mfg. Co	3235 George St. LaCrosse, Wis	4-7217
Wolf Mfg. Co	6101 W Washington Blvd. Culver City, Cal	UP0-9244

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Wolfcrest Products	Johnson Rd, Michigan City, Ind	TR4-3512
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Wolff Products Co	1150 Broadway, New York 1, NY	MU6-4590
Wolverine Household Products Inc	818 Front Ave, NW, Grand Rapids 4, Mich	GL9-0921
Wonder Warm Co	Nashville 9, Tenn	CY7-7551
Wood Shovel & Tool Co	Piqua, Ohio	PR3-5252
Wood-Craft Manufacturers Inc	601-615 S Longwood St, Baltimore 23, Md	CI3-2636
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Woodlets Inc	2048 Niagara St, Buffalo 7, NY	TR3-2309
Worcester Wire Novelty Co	Timonium Rd, & Harrisburg Expwy, Timonium, Md	CL2-0055
World Distributors Inc	1355 Market St, San Francisco, Cal	UN1-1057
Wright-Bernet Inc	1524 Bender Ave, Hamilton, Ohio	TW4-6597
Wright Inc., John	5106 Edmondson Ave, Baltimore 29, Md	WI5-1089
Wright Mfg. Co	2902 W Thomas Rd, Phoenix 17, Ariz	AP8-8571
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Wrightway Engineering Co	339-41 W 112th Pl, Chicago 28, Ill	IN8-8322
Wrought Iron Mail Box Inc	Box 3, W Farms Sta, New York 60, NY	DA3-4600

X

X-Acto Inc	48-41 Van Dam St, Long Island City 1, NY	EX2-3333

Y

Yard-Man Inc	1410 W Ganson St, Jackson, Mich	
Yazoo Mfg. Co	3607 Livingston Rd, Jackson, Miss	EM6-6421
Yeats Appliance Dolly Sales	2127 N 12th St, Milwaukee 5, Wis	
Yeoman & Co	Box 30, Monticello, Iowa	HO5-3553
Yeoman Corp., The	American Furniture Mart, Space 513-A, Chicago, Ill	WH4-3228
Yoder Mfg. Co	1823 E-17th St, Little Rock, Ark	FR6-1977
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Yorkville Craftsmen Inc	York St, Guilford, Conn	GL3-9001
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Yuba Power Products Inc	800 Evans St, Cincinnati 4, Ohio	BL1-4000

Z

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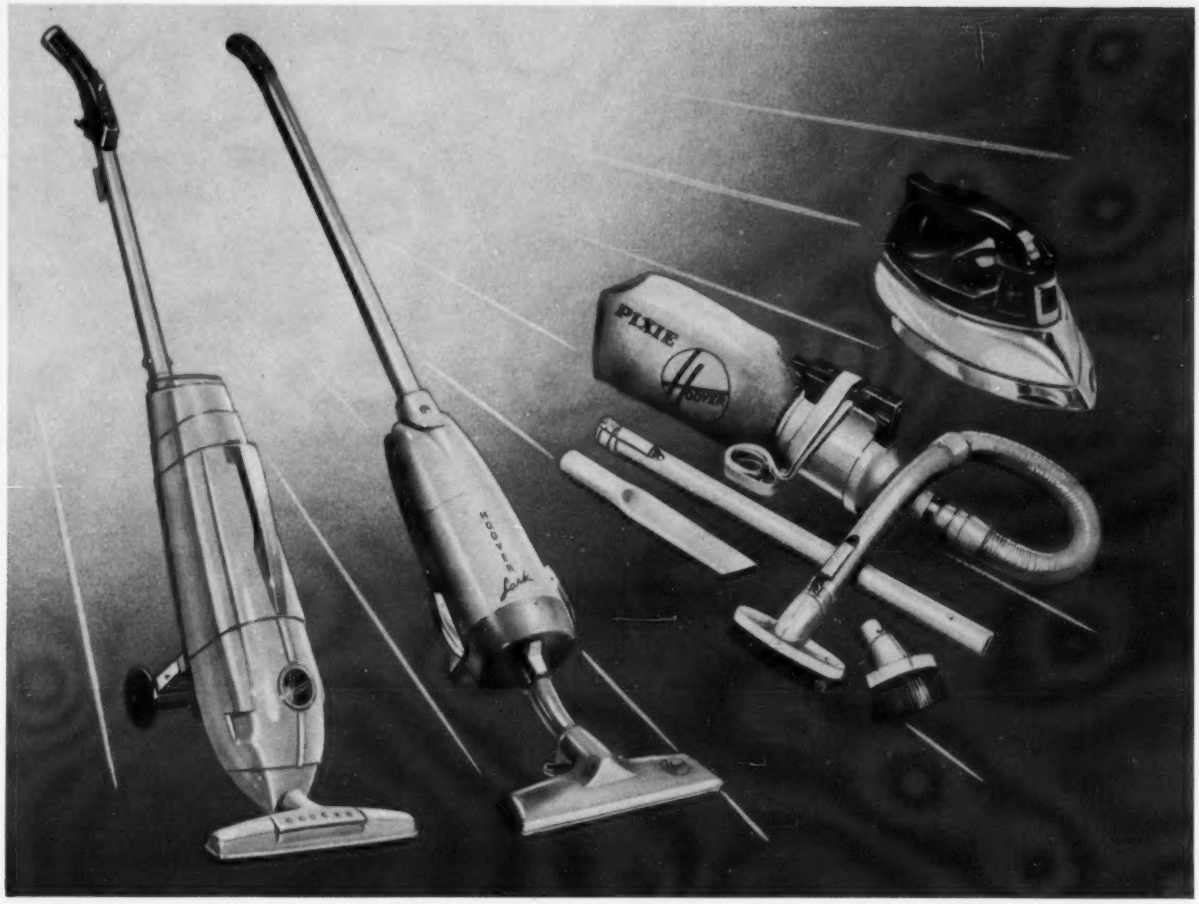
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